SEPTEMBER 6, 1943 PRICE 15 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising

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2. No wonder an advertiser writes, "W-I-T-H HAS PRODUCED RESULTS FOR ME HEAD AND SHOULDERS ABOVE ANY OTHER STATION OR COMBINATION OF STATIONS."
3. IN TWO SHORT YEARS W-I-T-H HAS BUILT AN ADVERTISING SUCCESS STORY FILE CONTAINING 49 similar case histories.
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IN BALTIMORE

TOM TINSLEY, President **Represented nationally by HEADLEY-REED**

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ON THE farm and in the cities and towns of Midwest America, it's the same old story: *WLS Gets Results.* A cracker company, advertising on WLS, offered daily prizes for jingles used on their program. In the first seven months of this year they received 72,438 letters — *all with proof of purchase!* That's 2,415 letters a week . . . 483 from every program!

Here's a story to prove again that WLS is listened to . . . that WLS listeners respond . . . in short, that *WLS Gets Results!*

WLS

CHICAGO

890 KILOCYCLES
50,000 WATTS
BLUE NETWORK

The PRAIRIE FARMER STATION

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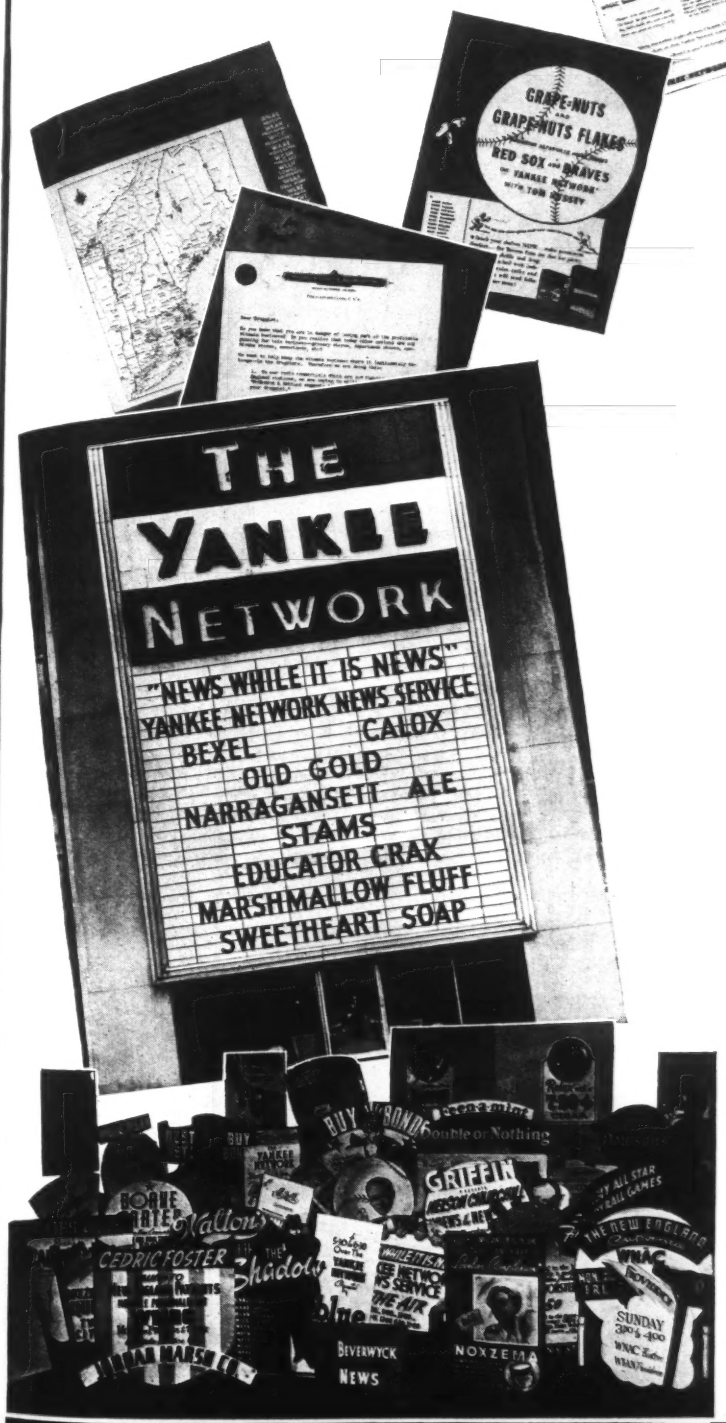
REPRESENTED BY
JOHN BLAIR & COMPANY

MANAGEMENT AFFILIATED WITH **KOY,** PHOENIX, AND THE ARIZONA NETWORK — **KOY** PHOENIX • **KTUC** TUCSON • **KSUN** BISBEE-LOWELL

YANKEE'S *Pipe Line* TO SUCCESS IN NEW ENGLAND RADIO



THE YANKEE NETWORK advertisers are introduced to the New England retailer as well as to the consumer. For these advertisers, Yankee gets real cooperation from its merchants — druggists, grocers and others.

There is no secret formula — no high pressure. It's as simple and genuine as New England sincerity.

Each of Yankee's twenty stations is a hometown station, a successful local enterprise, owing its existence to local good will — to the grocer and druggist and other merchants who treat its management as friends, not as strangers "coming to town for a clean up."

This hometown acceptance is what makes Yankee "client-helps" something directly productive and more effective than long-distance, hit-or-miss "impacts."

If you're coming into New England, let Yankee introduce you to the New England retailer in tried and true New England style — in 20 markets reached directly by the Yankee pipe line.

THE YANKEE NETWORK
INCORPORATED
Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE
BOSTON, MASSACHUSETTS

EDWARD PETRY & CO., INC.
Exclusive National Sales Representative

ACCEPTANCE is THE YANKEE NETWORK'S FOUNDATION

KOIL
is the most
economical
buy
in
OMAHA

For Outstate
Nebraska -
KFAB
is a
must!

SUBSCRIPTION PRICE: $5.00 per year 15c per copy

BROADCASTING

The Weekly Newsmagazine of Radio Broadcast Advertising

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• Scores of Air Corps training bases . . . Drew Field . . . MacDill Field . . . thousands of army families . . . millions in army payrolls . . . This, too, is a part of WFLA's profitable audience today.
NBC
JOHN BLAIR & CO.
NATIONAL REPRESENTATIVE
TAMPA

XUM

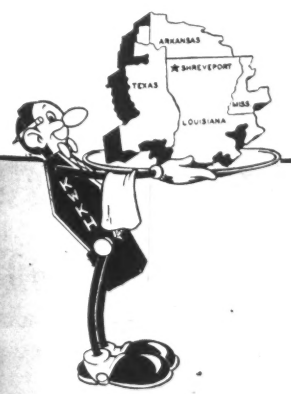
MONEY DOESN'T GROW ON TREES

. . . but sales are growing faster in KWKH-Land!

Down in KWKH-Land—that rich area of East Texas-North Louisiana-South Arkansas—incomes are growing by leaps and bounds as the major industries such as oil and natural gas, cotton, livestock, lumber and the ever-growing war industries are meeting today's challenge for greater output, faster.

What does this mean to manufacturers and distributors? First of all it means sales *now* in a market where people are ready to buy. But it means building sales for the *future*.

You can invest your advertising dollars here with assurance of results. You too, can do as scores of alert advertisers are now doing —cover this rich market with KWKH, the CBS 50,000 watt station. It's the preferred station for advertisers and listeners alike. Ask the Branham Company for further details.



cover it with

CBS 50,000 WATTS

KWKH

A SHREVEPORT TIMES STATION

SHREVEPORT, LOUISIANA

The **SELLING POWER** *in the* **BUYING MARKET**

"Woodbury, Woodbury, Woodbury, for the Skin You Love to Touch"

Yes!—and SONOVOX for the Voice You Can't Help Remembering!

Of course you've heard the Woodbury *Singing Violins*—but maybe you *haven't* heard the entire story about this sweetest commercial ever broadcast!

On Dec. 7, 1942, Woodbury added their memorable Sonovox signature to "The Adventures of the Thin Man"—just before that show was changed over to "Mr. and Mrs. North". But despite the change in shows (and thanks to *talking and singing sound!*) the sponsor-identification factor had increased 20 points by March 31, at which time the Sonovox contract ended. . . . After the Singing Violins were dropped, the difference became immediately apparent, and on May 18, Sonovox went back into the show. Now, at the latest report, the sponsor identification has climbed back 10 points!

In other words . . . Sonovox *does* build sponsor identification. *Let us show you the factual proof now available.*

Some Typical SONOVOX PIONEERS

American Chicle Co. (Black Jack Gum)
Badger and Browning & Hersey, Inc.
American Industries Salvage Committee (Steel Scrap Drive)
McCann Erickson, Inc.
Buick Motors Division, General Motors Corp.
Arthur Kudner, Inc.
Chicago, Milwaukee, St. Paul & Pacific R. R.
Roche, Williams & Cunnyngham, Inc.
Colgate-Palmolive Peet Company (Vel, Palmolive)
Ward Wheelock Co.
Delaware, Lackawanna & Western Coal Co.
Ruthrauff & Ryan, Inc.
Walt Disney Productions
Emerson Drug Company (Bromo-Seltzer)
Ruthrauff & Ryan, Inc.
Christian Feigenspan Brewing Company (Feigenspan and Dobler P.O.N. Beers and Ales)
Feltman-Curme Shoes
Russell C. Comer Advertising Co.
Forum Cafeterias of America
R. J. Potts-Calkins & Holden, Inc.
Griesedieck-Western Brewery Co. (Stag Beer)
Maxon, Inc.
Grocery Store Products Sales Co., Inc. (Fould's Macaroni Products)
Campbell-Ewald Co., Inc.
Chr. Hansen Laboratory, Inc. (Junket Quick Fudge Mix)
Mitchel Faust Advertising Company
Andrew Jergens Co. (Woodbury's Products)
Lennen & Mitchell, Inc.
Lever Brothers Co. (Lifebuoy Soap)
Ruthrauff & Ryan, Inc.
Lyon Van & Storage Co.
Batten, Barton, Durstine & Osborn, Inc
National Broadcasting Company
Naval Aviation Selection Board
Navy Seabees (U. S. Navy, Construction Battalions)
Office of Civilian Defense (Region Six)
Pabst Sales Company (Pabst Beer)
Warwick & Legler, Inc.
Pan American Coffee Bureau
Buchanan & Co., Inc.
Purity Bakeries Service Corp. (Taystee Bread, Grennan Cakes)
Radio Corporation of America
Ruthrauff & Ryan, Inc.
Radio Station KOMA, Oklahoma City
Alvino Rey and his Orchestra (in all broadcasts)
Shell Oil Company, Inc.
J. Walter Thompson Co.
U. S. Treasury Dept.
Universal Pictures Company, Inc. ("Larceny With Music")
Warner Brothers Pictures, Inc. (Thank Your Lucky Stars)
Willards Chocolates, Ltd.
Cockfield, Brown & Co., Ltd.
Velie-Ryan, Inc. (Nesbitt's California Orange Drink)

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BROADCASTING
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Cox Probe Portends Action on Legislation

Committee Closes Draft Phase Of Study

By SOL TAISHOFF

WITH THE third phase of its all-embracing investigation of the FCC —draft deferments—buttoned up last week, the House Select Committee has settled down to preparation of an interim report, to be submitted after Congress reconvenes Sept. 14 and with swift legislative results predicted.

Bill to Be Drafted

The present plan, it is reported, is to draft a bill to accompany the interim report, which would transfer the "war activities" of the FCC to the military services or other Government agencies. This would follow recommendations of the Joint Chiefs of Staff and of the Secretaries of War and the Navy, revealed at the opening hearing July 2, that the President abolish these functions within the FCC. Specifically, the recommendation was that the Radio Intelligence Service be abolished. The President has never acted on the recommendations of the military that an executive order be issued covering these changes.

The interim report is expected to deal with (1) the so-called war activities of the FCC, (2) the foreign language phase covered in five weeks of hearings in New York, which Committee General Counsel Eugene L. Garey said proved conclusively that the Commission maintained a "gestapo" and (3) the draft deferment phase, in which testimony was adduced designed to show that the Commission had appointed draft-age men and sought and procured draft deferments in about 300 cases on grounds of "irreplaceability" in alleged conflict with the Selective Service regulations and Presidential orders.

Future Plans Not Set

Whether further hearings will be held prior to reconvening of Congress was in doubt. Thought is being given to a brief session or two in connection with purported efforts of Chairman Fly to block legislation. This, it is presumed, would involve the controversy that has raged between Chairman Fly and NAB President Neville Miller along with allegedly abortive efforts to oust Mr. Miller and moves to form a competitive trade association more friendly to the FCC.

It is evident the Committee does not propose to cover the matter incident to the sale of WMCA, New York, to Edward J. Noble, proposed purchaser of the BLUE Network until after Congress reconvenes. This previously had been scheduled during the recess.

While the interim report will be the work of the five-man committee, the proposed accompanying legislation dealing with the transfer of the military functions will be submitted either by the entire Committee or by one of its members. If the Committee does not draft such a bill, Rep. Louis E. Miller (R.-Mo.), who presided over the Washington hearings last Monday and Tuesday, said he would offer such a bill himself. It is presumed the Committee also will seek an additional appropriation to carry on its inquiry to supplement the original fund of $60,000 alloted to it after passage of the resolution early this year.

Like the preceding sessions the draft deferment hearings were marked by frequent clashes between Committee counsel, Rep. Miller and FCC counsel and spokesmen. Much of the data adduced was placed in the record under FCC protest. Chairman Fly, while not present at the hearings, issued several press releases sharply criticizing the Committee tactics. In one release he charged the Committee was making "another bid for headlines", that it had deliberately "distorted" the facts and that it had struck "a new low".

Miller's Rebuke

Cognizance was taken of Mr. Fly's utterances both by Chairman Miller as the one-man subcommittee, Fred L. Walker, associate general counsel, and Hugh Reilly, senior attorney, who jointly handled the draft deferment phase. Chairman Miller said the press releases appeared to be another attempt to "try this case in the newspapers". He expressed the hope that those making it would have "the sense of propriety to await their turn at bat". Mr. Reilly had charged that the press statements were "contemptuous" not only of the Committee and its legal staff but also of Congress.

In the Commission's behalf Mr. Charles R. Denny, general counsel, stated that the FCC regreted the necessity for presenting its case by press release but that it had no alternative since no purpose would be served if the answers were made six months later. Mr. Miller assured the Commission that an opportunity would be afforded for testimony before the Committee formulated its report. Afterward he said this did not apply to any interim report which might be filed. Mr. Fly repeatedly has charged that the Committee has refused to hear Commission testimony.

Whereas at the Monday session, names were not given in citing cases of draft deferment sought by the Commission, Chairman Miller reversed that ruling Tuesday and ordered that names be given, except where there was doubt. At the first day's proceedings Committee Counsel asserted that cases would be cited only by number to avoid possibility of injustices being done. Mr. Reilly cited one instance where the FCC had sought the deferment of an employee only to find that he wanted to go into the service.

No outside witnesses were called for the presentation of the draft

(*Continued on page 48*)

British Study Shift to American Plan

Growing Following for U. S. Broadcasts Is Noted

TRANSITION of the British system of Government-owned broadcasting, to a variation of the "American Plan" of program sponsorship in the post-war era, is being avidly discussed in England, according to reports reaching this country.

Having had a taste of American programming through interchanges encouraged by war-time cooperation, as well as through transcribed versions of network programs, and the highly successful *Command Performance* series, there has been detected a growing following for United States' programs. Even before the development of wartime interchanges, many British listeners tuned the commercial Luxembourg and Normandie stations, which used American-made transcriptions almost exclusively.

Big Changes Seen

Nothing is expected to happen until after the war, but it is freely predicted that the whole system of British broadcasting, now handled entirely through the Government-operated British Broadcasting Corp., will undergo sweeping change. Last week important changes in the top management of BBC were announced, and were regarded as of some significance, though the full impact won't be felt until after the war.

Resignation of Sir Cecil Graves as joint director was announced by BBC, together with appointment of Robert Foot as director general and chief executive officer. W. J. Haley, joint managing director of the *Manchester Guardian and Evening News* and a director of Reuters, was named BBC editor-in-chief. Mr. Foot and Mr. Haley have joint responsibility for the character and quality of BBC's output. They will be assisted by a central committee. Sir Noel Ashbridge, present controller of the BBC engineering division, was appointed deputy director-general.

Indicative of the thinking in England is an article in the Aug. 14 issue of *The Economist*, dealing with the future of British broadcasting. It described the present standard of BBC programs for the home listeners as "low", but blamed the system, rather than BBC.

Citing the great vice of BBC as "timidity", *The Economist* said its programs are "starved both of money and of effort". Far too much of the output was described as

(*Continued on page 54*)

WLB Disc Panel In Session Sept. 7

Gilbert Fuller Sitting as Industry Representative

HEARINGS by the tri-partite panel appointed by the War Labor Board to determine the facts in the dispute between the American Federation of Musicians, headed by James S. Petrillo, and seven electrical transcription companies, are scheduled to begin Sept. 7 at the offices of the New York State Mediation Board, 250 W. 57th St., New York City. The hearings were to have begun Sept. 6, but were postponed until the following day.

Sitting as third member of the panel was Gilbert Edmund Fuller, president of Raymond Whitcomb Co. of Boston, appointed by the WLB to take the place of Henry S. Woodbridge of American Optical Co., who was unable to serve. Mr. Fuller has been an industry representative on many WLB panels.

Other panel members, appointed earlier, are: Arthur S. Meyer, chairman of the N. Y. State Mediation Board at New York, and Max Zaritsky, president of the United Hatter, Cap and Millinery Workers, AFL. Mr. Meyer serves as chairman and Mr. Zaritsky represents labor. Nathan P. Feinsinger, WLB associate general counsel in charge of the disputes division, is special assistant to the panel.

Sports Firm Sponsors National Tennis Matches

WILSON SPORTING GOODS Co., Chicago, over Labor Day weekend sponsored a series of three broadcasts on the BLUE from the 1943 National Tennis Championship matches, played in Forest Hills, Long Island.

First company to sponsor broadcasts from the tournament, Wilson presented Harry Wismer, BLUE sports commentator, on the full network, Sept. 4, 5 and 6 in play-by-play descriptions and resumes of the matches. Agency in charge is U. S. Adv. Corp., Chicago. Wismer also handled various broadcasts from the tournament on a sustaining basis for the Blue.

G. Washington Broth

G. WASHINGTON COFFEE REFINING Co., Morris Plains, N. J., will promote its broth on the full Yankee Network using a thrice-weekly five-minute women's interest program by Ruth Moss, starting in mid-September. For the same product, firm last week started three participations weekly on WCAU Philadelphia, WGN Chicago, and WABC New York. Agency is Cecil & Presbrey, New York.

Candy Campaign

ASSN. OF MFRS. of confectionery & Chocolate, New York, is using radio only to promote the wartime nutritional values of candy for the armed forces and for civilians. Group has selected Dr. Walter H. Eddy's participation program, *Food and Home Forum* on WOR, New York, for 13 weeks. Agency is Scheck Adv., Newark.

MEMBERS OF WLB PANEL

Messrs. Zaritsky, Meyer, Fuller

MAX ZARITSKY

MAX ZARITSKY, labor representative of the WLB panel to hold hearings in the dispute between the Petrillo union and the transcription companies, has been long active in the labor union movement in the United States. He has been a union member for nearly 40 years and has served almost continuously since 1919 as president of the United Hatters, Cap & Millinery Workers International Union.

An early advocate of collective bargaining and a pioneer in unemployment insurance, Mr. Zaritsky has been active in promoting these principles before AFL conventions. He has put into effect agreements virtually eliminating industrial strife in his own industry.

Born in Russia in 1885, Mr. Zaritsky came to America in 1905, obtaining employment in a Boston cap factory. He became secretary of the local union and in 1911 moved to New York as assistant to the General Secretary of the United Cloth Hat & Cap Makers of North America. He was chosen the first president of the organization and in 1934 became president of the new international union which merged his own union with the United Hatters of North America, another AFL affiliate representing men's hatters. The merged union now embraces all workers employed in all of the headwear industries.

Mr. Zaritzky has long been prominent in the movement to strengthen labor's political position. In 1922 he was associated with the Conference for Progressive Political Action which nominated Senator LaFollette for president. In 1936 he helped found the American Labor Party of the State of New York and was elected as a presidential elector for New York, running on the Democratic and Labor party tickets.

Mr. Zaritzky has taken an active role in the building of Palestine as a Jewish homeland and was a member of an American labor delegation which visited the country in 1935. He is treasurer of the National Labor Committee for Palestine.

ARTHUR S. MEYER

ARTHUR S. MEYER, public representative on the WLB panel to hear the Petrillo transcription dispute, is chairman of the New York State Board of Mediation and an associate member of the National War Labor Board.

Mr. Meyer entered labor mediation work from the field of business, having been with the Schulte Retail Stores Inc. for 15 years, serving as vice-president and director. He was also president of Schulte Real Estate Co. Inc.

In 1937 when the mayor of New York formed the New York City Industrial Relations Board, Mr. Meyer was one of the three members appointed. Later in the same year, he was named to serve on the New York State Board of Mediation whose chairman was then William H. Davis, present chairman of the WLB. When Davis left the New York State Board in 1940, Meyer became chairman.

Meyer's biggest job in mediation was as chairman of the Little Steel Panel in 1942, an assignment which continued four months. In addition, he served as impartial chairman of the milk industry of the Metropolitan Area during 1940-41.

Meyer was born in 1880 and was educated in the public schools. He entered Columbia U but circumstances forced him to leave after a few months.

GILBERT E. FULLER

GILBERT EDMUND FULLER, industry representative on the WLB panel hearing the Petrillo controversy, is president of Raymond-Whitcombe, travel agency, concern he has been with since 1910. He has had mediation experience on panels of the regional WLB in Boston.

Mr. Fuller replaces Henry S. Woodbridge, at one time general manager of the company which Mr. Fuller now heads. Mr. Woodbridge resigned from the panel because of the postponement in the date of the hearing, originally set for Aug. 16, and for various other commitments [BROADCASTING, Aug. 23].

Mr. Fuller was born in Springfield, Mass., in 1882. He received his A.B. from Harvard in 1905 and joined the U. S. Mortgage & Trust Co. the same year. In 1906 he joined Michaelis & Ellsworth, publicity concern. He became associated with the financial department of the American Express Co. in 1908 and in 1910 became vice-president of Raymond-Whitcombe. He was appointed managing director of the agency in 1920, chairman of the board in 1928, and he became president in 1931.

Mr. Fuller lives in Boston and is a member of various Boston and New York clubs. He is married and has a son and daughter.

DUBONNET CORP. BLUE SERIES SET

DUBONNET Corp., New York (wines) subsidiary of Schenley Distillers Corp., on Sept. 4 started sponsoring a weekly half-hour musical program, *Your Dubonnet Date*, on 77 BLUE stations, Saturday, 11-11:30 a.m. (EWT), with West Coast repeat, 10:30-11 a.m. (PWT)

A Music Corp. of America package deal, program features Xavier Cugat as musical director. Included also are Lina Romay and Don Rodney, vocalists, with a mixed chorus of eight. Bill Pennell is announcer. Ted Hadiger has been assigned writer-producer. Harvey Helm is associate writer. Art Rush, who heads his own Hollywood talent service, has been appointed to represent William H. Weintraub & Co., New York agency servicing the account.

Hu Chain, assistant radio director of the agency, was on the West Coast in late August to complete arrangements for the show. Sander Heyman, advertising and sales promotion manager of Schenley Import Corp., New York, currently is in Hollywood. Firm is spending some $40,000 to promote the initial broadcasts, utilizing magazines as well as newspapers.

Flex-O-Glass Discs

FLEX-O-GLASS MFG. Co., Chicago, in October begins a nationwide varied schedule of announcements and local programs ranging from five to 30 minutes in length on 186 stations, with a possibility of additions to the list a little later. Stations with which contracts of varying terms have been signed are: KLRA KFBK KIDO WLS WMBD WDZ WHO KMA WIBW KFBI WCSH WEEI WJR WDGY KMOX KWTO KGHL KMMJ KFAB WOR WHAM WGY WDAY WLW WTAM KVOO KOIN KDKA KSOO KSL KIRO KHQ KILO KMBC KNAX WOW, and 150 stations in the Keystone Broadcasting System. Agency is Presba, Fellers & Presba, Chicago.

CBS Managers to Meet

CBS is planning a meeting of station managers of its managed and operated stations in New York some time in October. No date has been announced nor is the agenda set, but Frank Stanton, CBS vice-president in charge of operations, will preside.

CIO Denied Blue Intervention Plea

Petitions Also Filed by Creditor Group, FM Network

COINCIDENTAL with FCC rejection last Thursday of a CIO petition to intervene in the hearing on the application for transfer of the BLUE Network-owned stations from RCA, owner of the BLUE, to Edward J. Noble, New York industrialist and owner of WMCA New York, a new intervention petition, shrouded in mystery, was filed on behalf of 31 unnamed creditors of the BLUE, with claims purported to be in excess of $2,000,000.

FM Net Plea

Third would-be intervenor in the BLUE-ABS hearing is American Network, Inc., a Delaware corporation organized about two years ago to develop an FM network, including the construction and operation of broadcasting stations, and to solicit FM advertising for its stockholders and affiliates. American Network asserts in its petition that should the American Broadcasting System be authorized to operate the BLUE it would inevitably become known as the "American Network", which would be unfair competition to American Network Inc. since the public would "be confused and unable to distinguish between the two or between their respective operations."

American Network suggests that should the transfer be finally approved, the FCC either make the changing of the corporate name of ABS a condition of approval or so order in its grant. In support of its claim to priority in use of the name "American" in its corporate name, American Network urges that it was organized in New York long before the ABS was organized to do business there, and filed a construction permit with the FCC for a key FM station, withdrawn because of the Commission's "freeze" order of last April, and spent considerable sums of money developing its business, emphasizing the name "American Network Inc."

The CIO plea was denied, according to the Commission, on the ground that it is not entitled to intervene as "a matter of legal right". Commissioner Norman S. Case, presiding at the Motions Dockett last Wednesday, had referred the motion to the full Commission because of the broad question of policy involved.

The FCC's Thursday action gives CIO the right to offer testimony.

Creditor Petition

Second petition was filed by Ira Chase Koehne, Washington, formerly on the staff of the Judge Advocate General of the Navy, as a creditor and as counsel for the 31 petitioning creditors.

The FCC will require naming of creditors, it was indicated.

Basing his plea largely on the alleged lack of financial soundness and responsibility of the American Broadcasting System, a corporation wholly owned by Mr. Noble [BROADCASTING, Aug. 16], and charging evidence of "untruth" in the balance sheet submitted to the FCC, Mr. Koehne presented an analysis of the proposed financing of the transfer which purports to show that the creditors he represents and many others like them would stand to suffer loss should the transfer be approved.

The original agreement between Mr. Noble and RCA is said to provide that Mr. Noble shall assume all liabilities of the BLUE; yet, Mr. Koehne points out, the BLUE, a contingent liability, is not shown on the balance sheet, which further specifically denies other such liabilities "not included in the balance sheet".

Claims of his clients, Mr. Koehne says, would become "minor" in the face of the "large long debt payable to banks, and which are liable, and may doubtless be required, to be secured by the assets proposed to be transferred" (from BLUE to ABS). Their claims, the petition asserts, would be "subservient to the lien of such security", by reason of the proposed $8,000,000 payment.

Characterizing the "verified" balance sheet of ABS as a "figment of its wishful thinking" and "untrue in some very material respects", the petition presents several examples of alleged inconsistencies. Calling attention to the fact that the bank loan for $3,000,000 is contingent upon FCC approval of the transfer, Mr. Koehne criticizes the apparent inclusion of this sum in the $8,001,000 cash assets shown on the ABS balance sheet dated Aug. 10.

'Strain on Credulity'

The $8,001,000 cash represents a loan of $4,000,000 from three banks [BROADCASTING, Aug. 16] and $4,000,000 ($1,000,000 on deposit in escrow, and $3,000,000 through Banker's Trust Co.) from Mr. Noble for 400,000 shares of its capital stock. The $1,000 represents the original 100 shares of stock at $10 per share par value issued upon the formation of the ABS last March.

Thus at least $7,000,000 of the claimed assets exists only on paper, the petition indicates in pointing to

(*Continued on page 52*)

Beer Sponsors Get Army Pickup Right

Pabst Granted Authority to Originate From Camps

WAR DEPT., through its Bureau of Public Relations, has lifted its ban against origination of sponsored beer broadcasts from Army posts. The Bureau notified Pabst Sales Co. Aug. 28 that it had no objection to origination of the Saturday night *Blue Ribbon Town* program from Army posts. Participation of Army personnel on the program is allowed.

Under the ruling beer sponsors now are given the same broadcast privileges as other sponsors, such as American Tobacco Co., R. J. Reynolds Tobacco Co. and Coca Cola Co.

Usual Disclaimer

Army rules provide that broadcasts from camps must have the approval of camp commanders; must not interfere with training of troops; must be staged at no cost to the Government; must carry an advertising disclaimer.

Participation of Army personnel on audience participation programs or amateur shows is permitted on a non-repeat basis.

The Navy has long permitted origination of sponsored beer broadcasts from naval establishments to entertain personnel but does not allow naval personnel to participate. The Navy also requires a disclaimer.

Court Twice Denies Injunction To Flamm Blocking WMCA Sale

NEW YORK Supreme Court Justice David Peck twice last week denied motions of Donald Flamm for a temporary injunction to restrain Edward J. Noble from disposing of WMCA New York, pending the hearing of Mr. Flamm's suit for the rescission of his sale of the station to Mr. Noble in January 1941. Mr. Flamm's appeal to the Appellate Division will be heard on Tuesday, pending which Mr. Noble has agreed not to sell WMCA.

On Monday Judge Peck issued an opinion denying Mr. Flamm's motion on the ground that he should have begun his action immediately upon the discovery of the alleged fraud and not waited more than two years. On Tuesday, Philip Handelman, of Handelman & Ives, Mr. Flamm's attorneys, went before Judge J. Sidney Bernstein with a motion to reargue. On Thursday Judge Peck heard the further argument and on Friday he upheld the decision previously rendered. Mr. Handelman then entered an appeal for a hearing by the Appellate Division, which was set for Tuesay, Sept. 7.

In his denial of Mr. Flamm's motion for an injunction *pendente lite*, issued last Monday, New York Supreme Court Justice David Peck said, in part: "Reduced to essence, the affidavits of the plaintiff and the affidavit 'confession' of one employe state that the defendant engaged for the negotiation of the sale two Washington lawyers, who up to a few months before were general counsel and assistant general counsel of the FCC and who had the year before presented to the Commission a case against the plaintiff to revoke his broadcasting license; that these lawyers were engaged by the defendant because of the impression they would make upon the plaintiff; that the lawyers, in conspiracy with the two employes of the plaintiff, represented to the plaintiff that the defendant could and would procure from the Commission the wave lengths employed by station WMCA and take them away from the plaintiff unless the plaintiff sold the station to the defendant upon the defendant's terms. . . . Plaintiff asserts

(*Continued on page 52*)

Official Signal Corps Radio-Telephoto

HISTORY IN THE MAKING is depicted here, with Com. Harry C. Butcher, former CBS Washington vice-president, smack in the middle of it. This official Army radio photo shows Com. Butcher (left) with Britain's Gen. Sir Bernard L. Montgomery (center) and Gen. Dwight D. Eisenhower viewing the Italian mainland from gun positions at Messina, Sicily. Com. Butcher, naval aide to Gen. Eisenhower, has been through the entire North African and Sicilian campaign.

Military Orders Block Civilian Tubes

Battery Picture Better As Manufacturers End Schedule

OUTLOOK for maintenance of civilian radio receivers was only slightly improved by developments of the past week. Overshadowing news that limited production of civilian receiver tubes is being scheduled, was a WPB release that to meet military requirements, the electronics equipment industry will have to step up production to the rate of $4 billion annually between now and the end of the year. This mounting demand will make it difficult to earmark additional production for civilian needs.

Sept. 1 Session

Representatives of tube manufacturers attended an industry advisory committee meeting at WPB headquarters in Washington on Sept. 1, discussing the problems involved in providing the increased production referred to above. It is believed that with new plants now coming into full production the indicated goals for military needs are attainable.

One effect of greater production should be a better organization of production, and the production of larger quantities of more types of tubes. This may help to supply some of those tubes which are now absent from civilian dealers' shelves, although there is no expectation of any material increase in the civilian tube supply. A factor in this limitation is the fine balance which exists in the supply of some of the component matrials and parts going into electronic equipment.

Battery Production

Brightest spot in the picture is the accomplishment of the Office of Civilian Requirements and the Consumers Durable Goods Division, WPB, in providing a supply of batteries suitable for farm receivers. On Aug. 30, manufacturers of such batteries completed a two-month period in which 98% of their production was set aside by WPB order for distribution through suppliers serving rural consumers.

Production was running at the rate of about 425,000 monthly when the "holiday" from war orders was begun. There is no way of determining exactly how many of the batteries are being purchased for radio use, but it is presumed that a large proportion of the supply is being bought for that purpose.

As originally announced by Arthur Whiteside, WPB vice-chairman and president of Dun & Bradstreet, the program was made possible when Army, Navy and Lend-Lease authorities agreed to relinquish temporarily their claim to production of these items. It was pointed out by Mr. Whiteside that the batteries were one of 50-odd items considered essential in promoting the production of food.

Tube Threat

Tube supply continues to be the most serious threat to a blackout of civilian radio reception, despite a move taken by the Radio & Radar Division of WPB to secure production of small quantities of 15 of the most critically needed types of tubes for home receivers.

Manufacturers are to regard such production as of equal importance with production for military orders.

Instructions are being issued to manufacturers, allocating and scheduling the production of the specified types within a time limit and ordering the tubes marked M-R (maintenance and repair). Tubes so marked are identified as being for the civilian market exclusively and can be distributed only through civilian channels. They are to be released according to a definite plan designed to insure equitable distribution of the supply.

The number of tubes to be made for civilian radio maintenance under this initial action is not disclosed, and the Radio & Radar Division has also refused to disclose the types which are to be made. A press release had been prepared, announcing the intention to issue the directives, but this release was killed by OCR because of objection to piecemeal announcement of what had been referred to as a "program".

Implication of this action is that the so-called program, or the first phase of the program, can restore to operation only a small percentage of the civilian sets now silent. OCR, presumably, did not want to see a public announcement which might indicate a solution to the problem when such is not the case.

At best, the action taken by the Radio & Radar Division is only a first step in fulfillment of the promise made to James F. Byrnes, Director of War Mobilization, by Ray C. Ellis, director of WPB's Radio & Radar Division. Mr. Ellis, answering a query on the situation in civilian radio tubes [BROADCASTING, June 21, July 12], wrote the "Assistant President" on June 28 that there was a serious situation and said that his division "would see to it that the minimum civilian requirements are provided in the production during the third quarter.

Military Orders

"We recognize," Mr. Ellis wrote, "the need for the maintenance of civilian radio, and we also appreciate that conservation is necessary to keep civilian radio requirements to a minimum in the light of military radio requirements. This having been accomplished, we feel justified in insisting on the production of some civilian tubes."

The Byrnes inquiry into the civilian radio tube problem followed a letter which he received from President Neville Miller of NAB, warning that jobber and dealer stocks were exhausted and that an "alarming problem" was already threatening civilian reception of vital war messages. The minimum need for tubes, based on one set per radio home, is between 2,000,000 and 3,000,000 per month, according to NAB estimates, and this of course does not include tubes for the 3,000,000 portable and 8,000,000 automobile receivers in the country.

The civilian tube problem arises primarily from the fact that the electronics manufacturing industry is so heavily oversold on military orders.

Some observers believe that the "hump" will not be surmounted for at least six months and that until then there is small prospect for any real relief in civilian tubes. Mr. Ellis told BROADCASTING that he believed added production facilities might be needed, but he declined to discuss the bearing of industry expansion on the supply of civilian tubes.

Director Ellis apparently believes that the solution for both civilian and military requirements is increased production by electronics manufacturers. He tossed the ball to the industry in a release issued Aug. 28, which quoted him as saying that electronics equipment requirements in the war program are mounting steadily and the "electronics industry faces a fresh challenge in the form of higher production schedules proposed for the remainder of 1943." The release continued:

The actual output of military electronics equipment for July of this year was $234,000,000 and to meet future requirements the rate of production of electronics equipment will have to be stepped up to the rate of 4 billion dollars annually between now and the end of December, 1943, Mr. Ellis said. This figure would jump the monthly dollar volume of production to approximately $333,000,000 per month, or nearly $100,000,000 per month increase over the July total.

As a further indication that no "plateau" in production totals for electronics is in prospect, Mr. Ellis estimated that war production needs to be supplied by the industry will be 30 to 40% greater for 1944 than for this year.

"The production curve on military electronics equipment continues on the upswing, but producers, suppliers and contributing agencies must not relax their splendid efforts if the requirements of the armed forces are to be met," Mr. Ellis said.

"Output must be maintained and increased despite difficulties in the field of critical components, experienced labor and the other problems facing us," he added. The electronics industry in general has done a fine job, but it must be prepared for even greater efforts in the drive for victory.

"Electronics equipment is serving in every sector and in every phase of the war. Ships, guns, planes, tanks and communications all are dependent on the material produced by the electronics industry, and our job is to keep these vital products flowing in ever-increasing volume to the war fronts."

MEMBERS OF A DINNER PARTY preceding the first Mutual broadcast by Cedric Foster, news commentator, under sponsorship of Employers Group, Boston, an association of insurance companies, included (l to r): Frank Boyle, agency superintendent for Employers Group; Cedric Foster; Nelson Churchill, announcer; Edward A. Larner, vice-president of Employers Fire Insurance Co.; Julian Watkins, vice-president of H. B. Humphrey Co., Boston agency handling the account. Employers Group sponsors the Friday 10-10:15 p.m. period on 10 MBS stations.

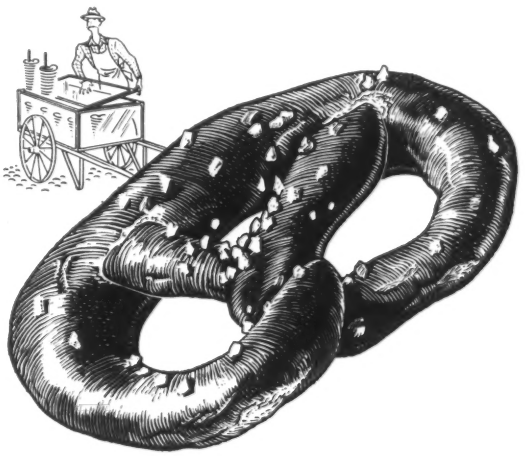
Mennen Interviews

MENNEN Co., Newark, which has not used national network radio since Jan. 25, 1942 when it discontinued sponsoring Capt. Flagg and Sgt. Quirt on NBC, is starting a weekly quarter-hour series Sept. 13 on CBS entitled *Ed Sullivan Entertains*. Originating from New York's "21 Club", the series, Monday, 7:15, will feature interviews by Sullivan, with three leading personalities. Series will promote Mennen's shave cream and other products. Agency is Russel M. Seeds Co., Chicago.

Owens-Illinois Plans

PHIL REGAN, Hollywood film actor-singer, has been signed as featured vocalist on the five-weekly CBS *Your Home Front Reporter*, sponsored by Owens-Illinois Glass Co. He replaces Frank Parker who is slated for a new network program recently auditioned by E. R. Squibb & Sons (drug products). Besides Parker, auditioned program features Orson Welles with Robert Armbruster's orchestra and Carlton KaDell, announcer.

Like the Vendor's Pretzel . . .



KYW is Philadelphia's Dish!

Generations of Philadelphians have paid their penny at the pretzel wagon. This huge, fresh, crisp, soft-centered delicacy, salt-sprinkled and mustard-spread, is characteristically Philadelphian because it's good!

If you pick the radio station in Philadelphia which is most frequently picked by advertisers who are "in the know," you will pick KYW. • Why do Philadelphia advertisers account for 43% of KYW's non-network time? Why have their purchases of KYW time increased 780% in five years? • Because KYW is a Philadelphia favorite. Because its 50,000 watts give directed coverage—intensified messages in the *entire* third market of the nation. Because it carries NBC programs. Because it is an overwhelmingly powerful local influence. • Investigate the popularity of KYW as an influence to make your product "Philadelphia's dish."

WESTINGHOUSE RADIO STATIONS Inc

WOWO • WGL • WBZ • WBZA • KYW • KDKA

REPRESENTED NATIONALLY BY NBC SPOT SALES

KYW PHILADELPHIA 50,000 WATTS

Stations Protest MBS Repeat Plan as Competitively Unfair

Some Tell Networks They Might Refuse Time To Shows Carrying Repeat Announcements

ANNOUNCEMENT of the Mutual plan to broadcast during the daytime hours recorded repeats of the big evening shows on other networks evoked immediate opposition from some affiliates. These stations notified their networks they would resent any such weakening of the present network structure and might even refuse to carry any program that included an announcement that it would be repeated the following day over another network.

Mutual last week offered no further explanation or details of its rebroadcast project, pointing out that most of the complaints voiced so far by stations and agencies have already been adequately answered. The network expects to issue very shortly a promotion booklet of the plan, which not only explains how it works, but also will clarify such points as how the daytime rebroadcasts will affect the ratings of the programs and how an advertiser can benefit from the increased audience reached by the rebroadcast of his evening program. This booklet will be made available to all advertising agencies throughout the country and to all Mutual stations as well as to stations affiliated with the other major networks.

Winchell Action

Typifying the station reaction to such a practice was the refusal of the BLUE network to permit any expansion in the list of non-BLUE stations currently carrying recorded repeats of Walter Winchell's Sunday evening broadcasts on the BLUE.

When, on July 18, the Winchell broadcasts were first put on the complete BLUE network and the former combination network discontinued, the BLUE, with the consent of its affiliates in about 15 cities, allowed Andrew Jergens Co., Winchell's sponsor, to continue to use its former outlets in those cities as well as the BLUE stations, which feed the programs to other stations where they are recorded for broadcast later the same evening.

Last week, however, Lennen & Mitchell, agency for Jergens, asked for the addition of a dozen additional cities to that list. The BLUE rejected this request on the basis that BLUE outlets already afford coverage in those markets. Pointing out that any advertiser is free to record any program in a recording studio and to place those transcriptions with whatever stations it chooses, the BLUE maintained that it is unfair to ask network affiliates, receiving network programs, to share those progams with competing stations in their own communities.

Mutual plan [BROADCASTING, Aug. 30] is to record top evening network programs for rebroadcasting on MBS in the 3-5 weekday afternoon period for the benefit of night workers and others unable to hear the original broadcasts. As a trial, MBS is offering to broadcast top-ranking programs for 13 weeks without making any time charges, the advertiser paying only minimum AFRA scale for the repeat and, if the program includes music, engaging a live orchestra, a step made necessary by the AFM ban on musical recordings. For the test period the sponsor's sales messages would be eliminated and Government war messages used in their place.

Described As Unfair

Following announcement of this plan, affiliates of other networks immediately protested against this "sharing" of programs which they feel belong to them as part of the network carrying these programs. The stations point out that such programs are assets to the stations carrying them and that they have in return given these programs extensive promotion and merchandising in their communities, which they said they certainly would not continue if the programs are to be broadcast by competing stations.

The complaints stressed the fact that the Mutual proposal would be detrimental not only to the present network system but to nighttime radio generally, pointing out that a family might go to the movies on an evening when its favorite radio program is broadcast, if it knew the program could be heard the following afternoon, with the result that this family will not be available to any of the other programs broadcast that evening but not repeated in the daytime.

The "giveaway" idea came in for special condemnation as "unfair competition" to those daytime programs whose sponsors are paying for their time and talent and also as a dangerous precedent which may lead to requests from other advertisers for similar free time to try out other new program ideas.

Sterling Salt Buying

INTERNATIONAL SALT Co., Scranton, Pa., starts its annual fall and winter campaign for Sterling table salt Sept. 20. From two to three participations weekly on women's programs will be used on WJZ WOR WGY KDKA and on a Philadelphia station. Agency is J. M. Mathes Inc., New York.

ADVERTISING course of the Advertising Club in New York, which starts its 20th year this fall, is slated to get under way Oct. 18.

LOOKING OVER the magnetic wire recorder he used in Sicily to pick up actual sounds of the Allied invasion of the island, John Hersey, *Time* Magazine editor and correspondent (right), discusses the potential broadcasts for which the recorder can be used with D. E. Taylor, engineer of General Electric Co. *Time* a week or so ago had planned to use some of Hersey's recordings on the *March of Time* program on NBC, but did not do so, chiefly because of NBC's policy of broadcasting only recordings of transcendental importance.

Another Paper Cut

AN ADDITIONAL cut of 5% in the usage of newsprint was recommended by the Newspaper Industry Advisory Committee which met with WPB officials in Washington last week. This is expected to bring about a total reduction of 15% since the first of the year. Original Order L-240, effective last Jan. 1, reduced quotas 5% and a further 5% cut was ordered on July 1. The exact amount of the reduction in the fourth quarter will not be determined until it is learned what Canada's maximum deliveries will be during that period. A cut in permitted publishers' inventories was also recommended by the committee.

MBS Billings Rise

MUTUAL'S gross billings for August of this year show an increase of 132.6% over the same month last year, and cumulative billings for the past eight months are 28.4% above the figure for the corresponding period in 1942. Network billings for August, 1943, total $1,205,240, while cumulative billings stand at $8,196,967.

NBC Names J-W-T

NBC last week announced it had appointed J. Walter Thompson Co., New York, to handle the networks advertising. The account was formerly handled by Foote, Cone & Belding, New York, as part of the advertising of RCA and all of its subsidiary companies, including NBC and the BLUE. The latter agency resigned the account in mid-August in line with a policy of not handling media accounts [BROADCASTING, AUG. 16].

2d District Urges Legislative Action

Miller, Elias Among Speakers At Session in Asheville

ALL-OUT support for new radio legislation at this session of Congress was voted by 57 broadcasters of North Carolina, South Carolina, Virginia, West Virginia and the District of Columbia at the second NAB District meeting last Friday in Asheville, N. C.

The meeting, presided over by G. Richard Shafto, WIS, Columbia, S. C., district director, was addressed on the legislative subject by NAB President Neville Miller and Don S. Elias, WWNC Asheville, regional station director and a member of the legislative committee.

Shafto Declines

At the second day session Saturday a new district director was to be elected, succeeding Mr. Shafto, who declined renomination. Others who addressed the session included D. Hiden Ramsey, of the *Asheville Citizen-News*, on public relations; Harold Essex, W41MM manager of WSJS, Winston-Salem, on FM; Lew Avery, NAB director of broadcast advertising, on the retail promotion plan. A report on BMI was made by Carl Haviland, vice-president. Among those attending the meeting were:

I. G. Abeloff, WRVA; Edward A. Allen, WLVA; W. E. Bray, WMRC; Harry Bright, WGBR; Stanliy H. Brown, WRAL; Carl Birkland, WTOP; Leonard D. Callahan, SESAC; O. L. Carpenter, WPTF; Charles Crutchfield, WBT; Don S. Elias, WWNC; Harold Essex, WSJS-W41MM; W. C. Ewing, WSNC; Francis Fitzgerald, WBOC; Fred Fletcher, WRAL; R. A. Furr, WIS; Earl Gammons, WTOP; M. A. Glasser, WRC; J. A. Hagan, WWNC; Wilbur L. Havens, WMBG; Carl Haviland, BMI; Grady Hipp, Herman Hipp, WIS; W. Ran Holt, WOLS; Cecil B. Hoskins, WWNC; Walter Huffington, OWI, Richmond; W. C. Irwin, WSOC; J. F. Jarman, WDNC; L. A. Jolley, WMRC; Alice Keith, National Academy of Broadcasting, Washington; Herman Kendrick, WJLS; Frank Kemker, WDBJ; Cy Langlois, Langworth; Ran McIntosh, WWNC; Richard H. Mason, WPTF; Neville Miller, NAB; Robert L. Mitchell, WMBG; Durham Moore, WRAL; John New, WTAR; R. S. Morris, WSOC; Paul Moyle, WFNC; Edwin Otis, MBS; Royal Penny, WBT; Lt. Grraham Poyner, public relations, Charleston, S. C.; John M. Rivers, WCSC; Odes E. Robinson, WCHS; J. D. Saumenig, WIS; G. Richard Shafto, WIS; G. O. Shepherd, WAYS; Carleton Smith, WRC; Stewart Spencer, WPTF; Sol Taishoff, Broadcasting Magazine; Harold Thoms, WAYS; Zeno Wall, WWNC; E. K. Whitlock, WRNL; A. D. Willard, WDNC; Easton Woolley, NBC; T. Doug Young, blood, WFIG.

Arbitration Series

RADIO ARBITRATION Corp., New York, has been formed by two New York businessmen to secure wide distribution via recordings of *Labor Arbitration*, 60 minute program heard over WMCA New York, Sunday, 9:03-10 p.m., in the interest of better labor-industry relations and their effect upon war production. Organizers of RAC are I. Teitelbaum, president of I. Teitelbaum & Co., New York (furniture concern), and vice-president of the Bronx Inter-Faith Council; and David Klein, president of the U. S. Bronze Sign Co.

CBC IN CANADA provides a complete Canadian radio service. With dominant key stations . . . each operating on a power of 50,000 watts . . . strategically located across Canada and linked up with other CBC and privately owned stations of wide range and influence . . . CBC gives a coverage of over 2,000,000 radio homes . . . extending from the Atlantic to the Pacific Ocean.

The CBC network assures Canadian Buyer Coverage. Broadcasting in Canada is a vital force and listening competition is at a minimum. Audiences are radio-minded. They feel the pulse of the world more consistently and with an intensity known in few other places. During both day and evening hours, listeners throughout the Dominion enjoy a wide variety of the finest entertainment through the CBC.

CANADIAN BROADCASTING CORPORATION

Heavy Drive Planned for Food Series

All Units of Industry To Join Intensive Campaign

THE Food Fights for Freedom campaign, launched at meetings reported in the Aug. 30 BROADCASTING, will be second only to the Third War Loan in the amount of radio time allocated to campaigns during the last half of 1943, according to the Domestic Radio Bureau, OWI. It will receive at least as much cooperative support as the Victory Gardening and Stop Unnecessary Travel campaigns pushed earlier in the year, and will far exceed the scope of the majority of OWI's radio campaigns.

Food for Freedom is to be supported by all of the scheduling plans of the Radio Bureau, plus the *Woman's War Guide*, sent to women commentators, home making program directors and others who reach the feminine audience.

November Peak

Via special assignment, the overall story of the food campaign began to reach the listening public last week. Special assignments differ from simple war messages in that the time given is over and above sponsors' normal allocations for war messages and the material may be incorporated in the script rather than in the form of an announcement.

In October, Food Fights for Freedom is scheduled as a top priority campaign, and will be featured in that month's issue of the *Women's War Guide*.

November will see the campaign at its height. The month has been designated "Food Fights For Freedom Month" and it is planned to have a top ranking official make the announcement to that effect on behalf of the Government.

The campaign goes on the Network Allocation Plan the first two weeks of November, thus giving it the services of the principle vehicle of the Radio Bureau. One hundred network programs will carry Food for Freedom messages Nov. 1-14. In addition to the Network plan, the campaign will be featured during this period on all live spot commercial programs, involving 1,153 individual station broadcasts.

During the second half of November, the Station Announcement Plan will go into action, with 21 one-minute transcriptions to be broadcast on 891 stations, a total of 18,711 announcements.

Local programs put on by the Army, Navy and Dept. of Agriculture will further plans for special events programs and appearances of high ranking officials.

Radio time table is to be completed this week at a meeting of the Office of Program Coordinator and the Radio Bureau. Plans and information on the campaign have been placed in the hands of media. Sponsors and agencies will get the usual fact sheets three to five weeks in advance of air dates, and stations will receive transcribed announcements at the usual interval in advance of scheduled broadcasts.

Difficult Campaign

It is pointed out that Food Fights for Freedom is one of the more difficult campaigns handled by the OWI to date. It is complex in theme, involving no less than nine different main sub-topics, many of which have already had much attention over the air. These are: Farm production goals, victory gardens, home food preservation, nutrition, food conservation, farm manpower (U. S. Crop Corps), rationing, food price control, and Home Front Pledge (to support rationing and price control).

These individual themes will continue to be supported, but they are to be tied together in the Food Fights for Freedom Drive. Beginning in October it is planned wherever possible to tie in all food messages with the basic theme that food is an all-important war weapon.

Major emphasis is to be placed on the ways in which American food fights for freedom, and why certain actions are necessary on the part of every civilian. Individual programs are to start where this background leaves off, and will give more detailed education as to how the citizen will do his job.

Treasury War Bond Campaign Poised for Sept. 9 Opening

CLIMAXING months of planning on the part of the Treasury Dept., Office of War Information and War Advertising Council in conjunction with the radio, the press, and the other media, final touches are at last being applied in preparation for the largest campaign for non-banking funds ever attempted, the Third War Loan Drive for $15,000,000,000, which will be officially underway Sept. 9.

Secretary of the Treasury Morgenthau stated in a brochure sent stations, "During the Second War Loan we had an opportunity to see the important job radio can do; and in the Treasury's appreciation at the conclusion of that drive, I stated that the cooperation of the radio broadcasters of the nation was a great factor in the success of the drive. You can see, therefore, why we feel that the success of the Third War Loan depends to some extent upon your cooperation and the cooperation of your organization.

Industry Reply

"Plans for promoting the Third War Loan Drive through radio have been developed by the Treasury with the help of the OWI and the WAC; and these groups, as well as ourselves, will appreciate your complete cooperation."

Striking the keynote for the radio industry Neville Miller, president of the NAB, in an open letter called on the industry to accept the challenge of the Third War Loan.

Vincent F. Callahan, Director of Press, Radio and Advertising, War Finance Division of the Treasury Dept., said, "The press, radio and advertising staff of the War Finance Division will fire the most powerful publicity broadside we have ever prepared. However, as we have said many, many times, even the most elaborate, the most ingenious national program cannot achieve the maximum results without local adaption. As never before we must knit our national and local programs in one smooth fabric of attack."

Speaking of the effect of radio, Donald D. Stauffer, Chief of the Domestic Radio Bureau, OWI, said, "Radio has proven itself in this war as a valuable weapon on the side of truth and understanding. Not only has it kept the great American public informed on the progress of the war but it has created an understanding of the restrictive problems which we must face, such as rationing. It has impelled action in salvaging.

"But in no one field has it done its job better than it has in selling War Bonds. The entire facilities of radio—administrative and creative—have joined hands to write a story of salesmanship that is outstanding . . . We are again asking radio to lead the way. We are asking for almost twice as much cooperation as we had in the 2nd War Loan and we are confident every person in the industry will 'Back the Attack'."

Kick-off Show

President Roosevelt, Secretary of the Treasury Morgenthau and name talent from radio, stage and screen will combine on the evening of Sept. 8, 9-10 p.m., to present a mammouth "Kick-off Show" to be broadcast over the four major networks to a pre-estimated audience of 70,000,000 listeners. Mr. Roosevelt will speak on behalf of the Third War Loan Drive at about 9:40 p.m. (EWT), climaxing the hour-long program representing a value of approximately $20,000,000 in time and talent.

Originating from NBC's Hollywood studios the program will feature a drama centered about war events, including Bing Crosby, Burns & Allen, Edgar Bergen, Dinah Shore, Jimmy Durante, Charles Boyer, Ronald Colman, Akin Tamiroff, Robert Young and Gordon Jenkins. Paramount studios at Los Angeles are closing for three days prior to the show so stars appearing on the program may rehearse.

Directed by Zachary

George Zachary is producing and directing the Third War Loan curtain raiser which has Glen Wheaton, Norman Corwin, Manny Manheim, Ronald MacDougal, Harry Bailey, Lipscott & Davis and others on the script staff.

Round-the-clock broadcasting of special events has been planned by radio for Sept. 9 and time and talent have been massed for War Bond promotion during the 22 days of the Drive. The Treasury Dept. has also prepared programs, transcriptions, and publicity ideas for use by radio stations all over the nation [BROADCASTING, AUG. 23]. Numerous other organizations and agencies, governmental and otherwise, have laid extensive plans to use radio during the drive.

CHRISTMAS MAIL DRIVE LAUNCHED

OPENING the educational campaign on mailing of Christmas packages to service men abroad, the NBC *Army Hour* broadcast for Sept. 5 was devoted largely to this topic, explaining the necessity for keeping packages within the prescribed limitations of size and weight, for having addresses complete and correct and for mailing between Sept. 15 and Oct. 15, if the packages are to be delivered by Christmas.

OWI has given radio allocation to this campaign for the last week of September and the first week in October and many radio advertisers are expected to assist the campaign in their programs. Newspaper advertisers are also expected to cooperate, but the campaign comes too late for magazine copy. Retail as well as national advertisers will play an important part in this Government campaign, as a large percentage of the gifts will be addressed and mailed at the point of purchase.

Campaign was outlined by the War Advertising Council last Thursday. W. H. Beckwith, advertising manager, Royal Typewriter Co., volunteer campaign manager; Ben Gordon of Grey Advertising Agency, volunteer agency, and Edwin O. Perrin, staff manager for the Council, explained the campaign to department store and advertising executives attending the meeting and distributed fact folders published for the War Department by the Council.

XUM

69% LISTENER LOYALTY...

68.8% DEALER PREFERENCE

An Unbeatable Combination

KOA, Denver's dominant station offers both...69% Listener Loyalty* — 68.8% Dealer Preference — An unbeatable combination.

*NBC's Survey "A Tale of 412 Cities" revealed 69% nighttime-listener preference in Denver; 60% in Pueblo, Colorado's "second" city; 71% in Colorado Springs, third most important city in the state

**68.8% of Colorado's Retailers, rural and urban, named KOA as the "first choice" station to broadcast advertising of their merchandise.

Consumer buying of radio advertised items most accurately reflects customer-listening habits. Proven by repeated renewals of KOA Advertisers who listen to cash registers.

***Survey of* 10 *Different Classifications of Colorado Retailers Supplied to Advertisers Upon Request.*

50,000 WATTS · 850 KC.
KOA
First in Denver

Few Stations in the Nation Can Equal KOA's Dominance!

REPRESENTED NATIONALLY BY NBC SPOT SALES OFFICES

Here is Baltimore's "Parade of Stars"

In advertising as in entertainment you will find the foremost local and national "stars" represented in this WBAL schedule.

With the many excellent announcement campaigns, the list represents the greatest "Who's Who" of local and national business it has ever been the privilege of WBAL to serve.

All because, to a greater extent than ever before, advertisers know "the brands that sell—are those advertised on WBAL."

NATIONALLY REPRESENTED BY EDWARD PETRY & CO., INC.

A. M.	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	A. M.
5:30	*Star Parade*	GITTIN' UP TIME WITH HAPPY JOHNNY - - - - - - - - - - - (*Participating*) DeKALB HYBRID CORN SEED - - - - - - - - - - - - - - *6:15 to 6:30 A. M.*						5:30
6:30		AROUND THE BREAKFAST TABLE WITH BOB ELLIS - - - - - - - (*Participating*)						6:30
7:30	REV. H. B. RITTENHOUSE	ESSO NEWS REPORTER 7:30 to 7:35 A. M. MANO SWARTZ "Stories Behind the Headlines" 8:00 to 8:15 A. M. GROVES NEWS 8:45 to 8:50 A. M.						7:30
9:00	*News*	EVERYTHING GOES - *NBC Sustaining*						9:00
9:15	*Commando Mary*							9:15
9:30	*The Melody's The Thing*	SWEETHEART SOAP *Galen Fromme*	McKESSON & ROBBINS *Galen Fromme—News*	SWEETHEART SOAP *Galen Fromme*	McKESSON & ROBBINS *Galen Fromme—News*	SWEETHEART SOAP *Galen Fromme*	McKESSON & ROBBINS *Galen Fromme—News*	9:30
9:45		MOLLIE MARTIN - - - - - - - - - - - - - - - - (*Participating*)					*Gif-Ted Club*	9:45
10:00	RED CROSS *That They Might Live*	BAB-O-CLEANSER - - - - - - - - - - - - - - - - *Lora Lawton*					*Camp Wheeler*	10:00
10:15		ROYAL BAKING POWDER - - - - - - - - - - - - - - *The Open Door*					*NBC Quartet*	10:15
10:30	*News and* SUNDAY ROUNDUP (*Participating*)	OLD DUTCH CLEANSER - - - - - - - - - - - - - - - *Helpmate*					SPAULDING *Babe Ruth*	10:30
10:45		IVORY SNOW - - - - - - - - - - - - - - - - *A Woman of America*					*Shorty and Sue*	10:45
11:00	GOSPEL TABERNACLE *Rev. G. E. Lowman*	DUZ - *Road of Life*					*Family Hour*	11:00
11:15		CRISCO - *Vic and Sade*					*Marine Corps*	11:15
11:30		P. & G. SOAP - - - - - - - - - - - - - - - - - - - *Snow Village*					*Musical Maneuvers*	11:30
11:45		BAB-O-CLEANSER - - - - - - - - - - - - - - - - - *David Harum*						11:45
12:00 Noon	ESSO MARKETERS - - - - - - - - - - - - - - - - - - -

P. M.	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	P. M.
3:00	CANDY COUNCIL *Rationing*	IVORY - *Story of Mary Marlin*					*Army Band*	3:00
3:15	SHEAFFER PEN *Upton Close*	OXYDOL - *Ma Perkins*						3:15
3:30	*This is the Army Hour*	CAMAY - *Pepper Young's Family*					*Lyrics by Liza*	3:30
3:45		WHITE NAPHTHA - - - - - - - - - - - - - - - - *Right to Happiness*						3:45
4:00		HALEY'S M-O - - - - - - - - - - - - - - - - - - *Back Stage Wife*					*Matinee in Rhythm*	4:00
4:15		DR. LYONS - *Stella Dallas*						4:15
4:30	SCHLEISNER CO. *Woman of the Week*	PHILLIP'S CREAM - - - - - - - - - - - - - - - - *Lorenzo Jones*					*Minstrels*	4:30
4:45		PHILLIPS MILK OF MAGNESIA - - - - - - - - - - *Young Widder Brown*						4:45
5:00	GENERAL MOTORS *Symphony Orchestra*	DIAMOND CRYSTAL SALT - - - - - - - - - - - *When a Girl Marries*					CALVARY HOUR *Rev. Wm. Detweiler*	5:00
5:15		POST BRAN FLAKES - - - - - - - - - - - - - - *Portia Faces Life*						5:15
5:30		BENEFAX - *Just Plain Bill*					*Glory*	5:30
5:45		FREEZONE - *Front Page Farrell*					SCHUTTER CANDY *Curt Massey*	5:45
6:00	CATHOLIC HOUR	ESSO MARKETERS - *News Reporter*						6:00
6:05		NATIONAL BREWING CO. - *National Sports Parade*						6:05
6:15		AROUND THE DINNER TABLE - *(Participating)*						6:15
6:30	ESSO NEWS GROVES *Behind the News*	MANO SWARTZ "Songs of Romance" 6:40 P. M.						6:30
6:45	MANO SWARTZ *Galen Fromme*	SUN OIL - *Lowell Thomas*					ARUNDEL *News*	6:45
7:00	JELLO *Jack Benny Begin Oct. 3*	CHESTERFIELD CIGARETTES - - - - - - - - - - - *Fred Waring*					*For This We Fight*	7:00
		ALKA SELTZER - - - - - - - - - - - - - - - *Newsroom of The Air*						
7:30	FITCH SHAMPOO *Band Wagon*	PARKAY *Great Gildersleeve*	GOODYEAR *Salute to Youth*	BALTO. SALVAGE CO. *Nights H. V. Kaltenborn*	LEVER BROS. *Bob Burns Begin Oct. 7*	FREE STATE *Hands Across Sea H. V. Kaltenborn*	BROMO SELTZER *Ellery Queen*	7:30
8:00	CHASE AND SANBORN *Charlie McCarthy*	DU PONT *Cavalcade of America*	PHILIP MORRIS *Johnny Presents*	WOODBURY *Mr. and Mrs. North*	MAXWELL HOUSE *Coffee Time*	CITIES SERVICE *Concert*	DRENE *Abie's Irish Rose*	8:00
8:30	ROYAL DESSERT *One Man's Family*	FIRESTONE *Voice of Firestone*	TUMS *Horace Heidt*	RALEIGH *Hildegarde*	JELLO *Aldrich Family*	LUCKY STRIKE *All Time Hit Parade*	IVORY *Truth or Consequences*	8:30
9:00	DR. LYONS *Manhattan Merry Go Round*	TELEPHONE HOUR	MOLLE *Mystery Theatre*	IPANA SAL HEPATICA *Eddie Cantor Begin Sept. 29*	KRAFT CHEESE *Bing Crosby*	PHILLIPS MILK OF MAGNESIA *Waltz Time*	ALKA SELTZER *National Barn Dance*	9:00
9:30	BAYER ASPIRIN *American Album of Familiar Music*	VICKS *Dr. I. Q.*	JOHNSON FLOOR WAX *Fibber McGee Begin Sept. 28*	VITALIS *Mr. District Attorney*	SEALTEST *Joan Davis*	BUGLER TOBACCO *People Are Funny*	COLGATE *Can You Top This?*	9:30
10:00	GENERAL ELECTRIC *Hour of Charm*	CARNATION MILK *Contented Hour*	PEPSODENT *Bob Hope Begins Sept. 21*	LUCKY STRIKE CIGARETTES *Kay Kyser*	CAMELS *Moore-Durante*	SWAN SOAP *Amos and Andy Begins Oct. 8*	COLGATE *Million Dollar Band*	10:00
10:30	LORILLARD *Bob Crosby*	H. J. HEINZ *Information Please*	RALEIGH TOBACCO *Red Skelton*		TIME MAGAZINE *March of Time*	COLGATE *Bill Stern* WM. TUERKE *Soldiers of Press*	PRINCE ALBERT *Grand Ol' Opry Begins Oct. 9*	10:30
11:00	EMBROS WINE *War News*	ESSO MARKETERS - *News Reporter*						11:00
11:05		NATIONAL BREWING CO. - *National Sports Parade*						11:05
11:15	THE OPEN BIBLE	HAMILTON BAPTIST CHURCH - - - - - - - - - - *The Open Bible*					*Moods* FIRST CHURCH OF NAZARENE	11:20 11:30
12:00 to 5:30 AM	ALL NITE STAR PARADE - *7 Nights Weekly*							11:45 to 5:30 AM
	NAT'L. BREWING CO. - - - - - - *News on the Hour*				BULOVA - - - *Time Signals On the Hour*			

STORE WANTS MORE radio advertising after 13 week test, so WLIB Brooklyn signs contract with Lane Bryant Stores, Brooklyn for 52 week daily studio program. Discussing forthcoming plans are (l to r): I. R. Rill, account executive, Erland Adv. Agency, N. Y. who handled the account; William Newman, manager of Lane Bryant, Brooklyn; W. P. Settlemayer, national advertising manager, Lane Bryant stores; B. E. Newmark, assistant account executive, Erland Adv. Agency.

Sale of WDSU New Orleans, Granted; Weber, Wall, Stephens Are Purchasers

SALE OF WDSU New Orleans by J. H. Uhalt, sole owner of the station, to Fred Weber, general manager of Mutual, E. A. Stephens, New Orleans Buick dealer, and H. G. (Bud) Wall, president of WIBC Indianapolis, was approved last week by the FCC. Amount involved was $200,000 cash plus adjustment in the accounts receivable.

Mr. Weber, according to the contract, is to become executive director of the BLUE outlet at a salary of $10,000 a year and acquire one-eighth for $25,000, with the option of buying in January 1945 an additional interest up to one-third. The agreement also provides that if in the discretion of the majority stockholders Mr. Weber's management of the station has not been satisfactory, Mr. Weber will resign and sell his interest to Mr. Wall.

Mr. Weber is going to New Orleans this week for about ten days and after returning briefly to New York will go back permanently on Oct. 1. Mutual has made no statement on his leaving.

Option Buy Third

The original agreement provided for sale of all stock, 150 shares, to Messrs. Stephens and Wall, 75 shares to each. A subsequent agreement provided for the sale to Mr. Weber of one-fourth of Mr. Wall's 75 shares, with the privilege, under the conditions stated, of buying, an additional interest from Mr. Stephens. Mr. Stephens, under the present arrangement, is to have 50% for $100,000 and Mr. Wall three-eighths for $75,000. Mr. Weber would have the privilege of paying for the new interest out of profits from his present interest.

The agreement provides that Mr. Weber upon completion of the transfer shall resign his Mutual post and assume his duties at WDSU not later than Sept. 30. Until last January when Miller McClintock was named Mutual's first paid president, Mr. Weber had been directing head of the network. He joined Mutual as coordinator two years before its development as a full-scale national network in 1936.

Mr. Uhalt and a brother organized Uhalt Bros. Radio Corp. in 1924 to operate WCBE, which later became WDSU. In the last few years Mr. Uhalt withdrew from active management of the station because of failing health. The station is now operating on a six months probationary license because of alleged violation of technical regulations of the FCC, but according to the Commission if no further violations are disclosed it expects to make final on Oct. 21 its proposed findings which will restore the regular license and reinstate a construction permit for an increase in power to 5 kw.

WOV Ends Dispute

AMERICAN COMMUNICATIONS Assn., CIO, reports that its broadcast division has received a check for $3,305.62 from WOV New York in payment of overtime claims of 16 WOV employes, settling an overtime wage dispute pending since the winter of 1940-41.

War Workers Wanted

CONTINENTAL RADIO & Television Corp., Chicago, on Aug. 31 started sponsorship of six 25-minute help-wanted programs per week for 13 weeks on WJJD Chicago. Programs will consist of transcribed music, and interviews with war workers formerly on the battlefronts. Company also sponsors *World News Today* Sundays 2:30-2:55 p.m. on 42 CBS stations. Agency is Cruttenden & Eger, Chicago.

OWI Begins Campaign For Women Workers

BEGINNING last Aug. 30 and continuing for four weeks, a nationwide radio campaign to enlist women war workers, with emphasis directed to women not now employed, got under way under the auspices of OWI.

Scheduled for the drive are 110 network programs under the network allocation plan, in addition to local spot announcements and special assignments, according to William M. Spire, of the Domestic Radio Bureau.

The campaign is stressing "war-useful jobs", impressing upon listeners that it is just as great a contribution to the war to work in communications, transportation, stores, laundries and various necessary services as to work in a war plant. Messages ask women to be prepared to answer the call for more workers when the U. S. Employment Service issues appeals in their communities.

Recruiting by Radio

INDUSTRIAL PLANTS are rapidly becoming interested in using radio to recruit war workers. Enthusiastic over the response obtained by the Emergency Committee in their first broadcast appeal for workers, Frigidaire and Inland have bought time on WHIO Dayton for the purpose of getting additional employees. Inland is sponsoring nine broadcasts a week, while Frigidaire is using spot announcements. Indications are that other war plants in the Dayton area will follow suit.

STAUFFER LEAVE DATE UNCERTAIN

A NEWS story to the effect that Don Stauffer, head of the domestic radio bureau of the OWI is returning to his post as vice-president of Ruthrauff & Ryan agency was "unfortunately premature", Mr. Stauffer told BROADCASTING last week. He pointed out that he did not give out the information, does not know how soon he will be able to leave his Government job and has no idea as yet who his successor will be.

Mr. Stauffer said he had come to OWI for a limited period, and that his leave from R & R was limited. It had been reported that he was planning to return to his former job within two months.

A suggestion that leading agency radio men take over the OWI post in rotation, each devoting perhaps a six month period to the work, is being seriously considered, according to Mr. Stauffer. It would have the advantages of providing experienced men for the job without robbing any one agency of a key man. There is a serious manpower shortage in the agencies, especially in their radio departments, which have been largely staffed by young men.

California Stations Join Crop Recruiting Drive

PACIFIC Advertising Association War Activities Committee, headed by Robbins Millbank, San Francisco manager of Young & Rubicam, have offered to help in crop recruiting by assisting in the procurement of 300,000 workers to harvest California crops thru October. A campaign has been prepared and material has been circulated to radio, newspaper and other media.

The California State Farm Production Council requested the campaign which has already started on approximately 80 radio stations throughout the state. Announcements are factual, describing the crisis, and the responsibility of Californians in all walks of life.

Cooperating with the committee in promoting the campaign in the San Francisco area are Don Searles, manager of KGO; Don Fedderson, manager of KYA; and John Brunton of KQW.

Campana Resumes

CAMPANA SALES Co., Batavia, Ill. (Campana Balm), having discontinued its weekly NBC quarter-hour musical series in early April due to shortage of glycerine, on Sept. 4 resumed sponsorship of *Campana Serenade* on 118 CBS stations, Saturday, 1 - 1:25 p.m. (EWT). Dick Powell, radio-film actor-singer, is featured with Martha Tilton, feminine vocalist. Lud Gluskin is musical director. Henry Charles announces. Initial broadcast originated from Hollywood, with following two broadcasts scheduled en route with Hollywood Bond Cavalcade. James Bloodworth is producer of Aubrey, Wallace & Moore, Chicago.

LIONEL BARRYMORE, star of the weekly CBS *Mayor of the Town*, is composer of two musical suites for children, *Rondel* and *Novelette*, to be included in a musical appreciation series for early school grades.

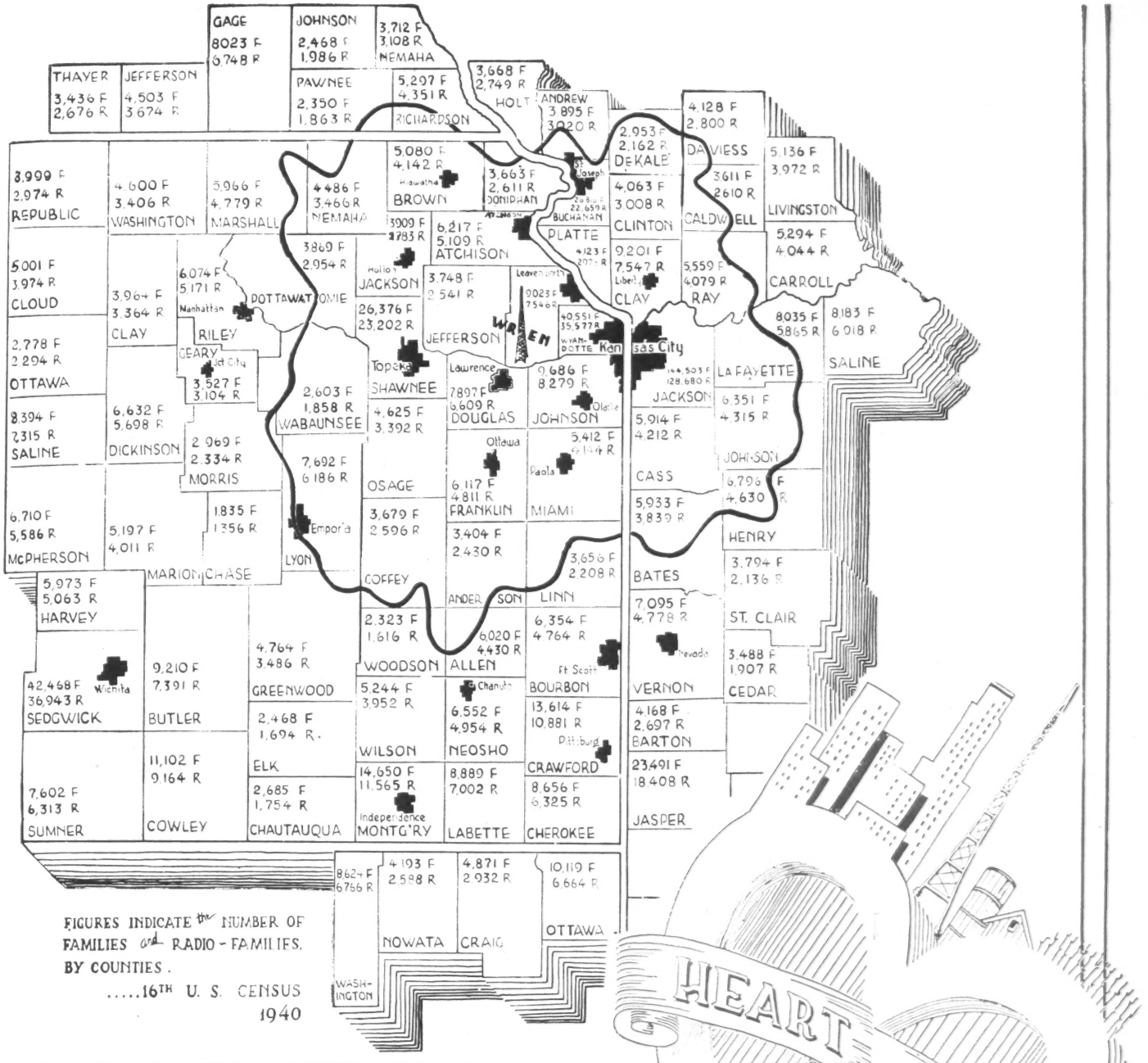
FARM LABOR RECRUITED BY AIR

Washington State Reports Success of Extensive 26-Station Campaign

COORDINATED radio plans to handle Washington state farm labor recruiting problems have been evolved by Seattle stations in cooperation with the State College Extension Service. Now in operation via the 26 Washington commercial stations and developed by Bill Moshier, research-advertising manager of KOMO-KJR, Seattle, the system combines all farm and cannery help wanted campaigns in the state.

Daily telephonic and telegraphic reports from each county extension service agent supply Seattle labor recruiting headquarters with immediate needs of individual farms and plants. On basis of these reports, news and spot campaigns are developed daily for use by stations in the critical labor shortage areas.

Plans are now in the making for wire services to carry a daily farm labor summary so that radio stations may then attack the problem in their respective communities on basis of last minute public information. Washington is believed to be the only state in which a coordinated radio plan has been worked out and currently is in operation. Through the campaign, Washington's farm labor problems have been handled adequately and much of the credit is going to the campaign by radio, according to State College Extension Service officials.


GAGE 8023 F 6,748 R
JOHNSON 2,468 F 1,986 R
3,712 F 3,108 R NEMAHA
THAYER 3,436 F 2,676 R
JEFFERSON 4,503 F 3,674 R
PAWNEE 2,350 F 1,863 R
5,297 F 4,351 R RICHARDSON
3,668 F 2,749 R HOLT
ANDREW 3,895 F 3,020 R
4,128 F 2,800 R
2,953 F 2,162 R DeKALB
DAVIESS
5,136 F 3,972 R
3,611 F 2,610 R
3,999 F 2,974 R REPUBLIC
4,600 F 3,406 R WASHINGTON
5,966 F 4,779 R MARSHALL
4486 F 3,466 R NEMAHA
5,080 F 4,142 R Hiawatha BROWN
3,663 F 2,611 R DONIPHAN
St. Joseph
2,083 F 22,659 R BUCHANAN
4,063 F 3,008 R CLINTON
CALDWELL
LIVINGSTON
5,294 F 4,044 R
CARROLL
5,001 F 3,974 R CLOUD
3,964 F 3,364 R CLAY
6,074 F 5,171 R Manhattan POTTAWATOMIE
3869 F 2,954 R
3909 F 2783 R
6,217 F 5,109 R ATCHISON
Holton JACKSON
3,748 F 2,541 R
Leavenworth
9023 F 7540 R
PLATTE
4123 F 2075 R
9,201 F 7,547 R Liberty CLAY
5,559 F 4,079 R RAY
8035 F 5865 R
8183 F 6,018 R
SALINE
2,778 F 2,294 R OTTAWA
RILEY
GEARY Junction City
3,527 F 3,104 R
26,376 F 23,202 R JEFFERSON
WYAN-DOTTE
40,551 F 35,577 R Kansas City
144,503 F 128,680 R
LAFAYETTE
8,394 F 7,315 R SALINE
6,632 F 5,698 R DICKINSON
2,969 F 2,334 R MORRIS
2,603 F 1,858 R WABAUNSEE
Topeka SHAWNEE
4,625 F 3,392 R
Lawrence
7897 F 6,609 R DOUGLAS
9,686 F 8,279 R Olathe JOHNSON
JACKSON
6,351 F 4,315 R
JOHNSON
5,914 F 4,212 R
CASS
6,796 F 4,630 R
HENRY
6,710 F 5,586 R McPHERSON
5,197 F 4,011 R MARION
1835 F 1,356 R CHASE
7,692 F 6,186 R Emporia LYON
OSAGE
3,679 F 2,596 R COFFEY
Ottawa
6,117 F 4,811 R FRANKLIN
5,412 F 4,144 R Paola MIAMI
3,404 F 2,430 R ANDERSON
3,656 F 2,208 R LINN
5,933 F 3,839 R
BATES
3,794 F 2,136 R
ST. CLAIR
5,973 F 5,063 R HARVEY
42,468 F 36,943 R Wichita SEDGWICK
9,210 F 7,391 R BUTLER
4,764 F 3,486 R GREENWOOD
2,323 F 1,616 R WOODSON
6,020 F 4430 R ALLEN
6,354 F 4,764 R Ft Scott BOURBON
7,095 F 4,778 R Nevada VERNON
3,488 F 1,907 R CEDAR
2,468 F 1,694 R ELK
5,244 F 3,952 R WILSON
Chanute
6,552 F 4,954 R NEOSHO
13,614 F 10,881 R Pittsburg CRAWFORD
4,168 F 2,697 R BARTON
7,602 F 6,313 R SUMNER
11,102 F 9,164 R COWLEY
2,685 F 1,754 R CHAUTAUQUA
14,650 F 11,565 R Independence MONTG'RY
8,889 F 7,002 R LABETTE
8,656 F 6,325 R CHEROKEE
23,491 F 18,408 R JASPER
8624 F 6766 R WASHINGTON
4,193 F 2,588 R NOWATA
4,871 F 2,932 R CRAIG
10,119 F 6,664 R OTTAWA
HEART OF AMERICA

FIGURES INDICATE the NUMBER OF FAMILIES and RADIO-FAMILIES. BY COUNTIES.
.....16TH U. S. CENSUS 1940

WREN

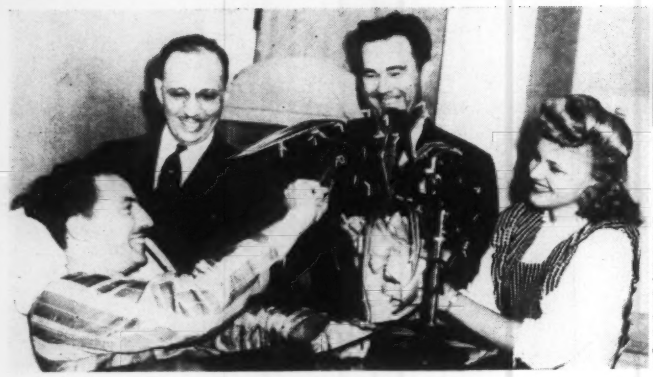
BLANKETS this RICH POPULOUS *vital* AREA ... with a radio to every 1.2 families and there are a *million* families!

George P. Hollingbery Co
representative

Vari Bratton
general manager

MAIN OFFICES
WREN BUILDING
LAWRENCE, KANS.

5000 WATTS — BASIC BLUE NETWORK



BLOND BEAUTY claims the spotlight as these two contest winners lend their graces to war effort drives, "Miss Cincinnati" (left), to stimulate "war consciousness" in that area, and "Miss New Jersey" (right), to help sell War Bonds.

Joan Hyldoft, winner of WCKY Cincinnati preliminary of "Miss America" Atlantic City Health, Beauty, and Talent Pageant, presents a "Bexel Tree" to Rex Davis, WCKY chief news announcer recuperating at Jewish Hospital. Blooms are Bexel "B" Complex Vitamin capsules, which sponsor Davis' newscasts. Leo F. Langefels, Cincinnati district manager and Carl B. Byrd, sales manager of McKesson & Robbins, makers of Bexel, join in the presentation. "Miss Cincinnati" is the 18-year-old star of Netherland Plaza Ice Carnival.

Representing New Jersey is Kathleen Harris, winner of contest sponsored by WAAT Jersey City, with Irving R. Rosenhaus, general manager of WAAT, and Adam A. Adams who donated his theatre for the beauty pageant and War Bond rally, which netted some $80,000 in funds for the Treasury.

MBS FALL PLANS TOLD TO YANKEE

FALL PLANS of Mutual Network were outlined last week by Miller McClintock, president of the Mutual Brodcasting System, to station managers of the Yankee Network at a meeting at Hotel Kenmore, Boston.

Those attending were: John Shepard, III, president of the Yankee Network; Linus Travers, executive vice-president; James S. Powers, director of promotion; Gerald Harrison, director of station relations; Barbara Sprague, affiliate contact; Robert Martineau; Herbert Rice; Sally Jaffa; Phyllis Doherty, director of publicity; and Gordon Jenkins.

Among station managers and representatives were: Joseph Lopez, WICC and WEAN; Mrs. Dorothea Robinson, WAAB; Mr. Rines and Mr. Kelley, WCHS; Al Moffatt, WLLH; Mr. Cox, WSAR; Ed Guernsey, WLBZ; Glover Delaney, WTHT; Sam Elman, WATR; Dave Shurtleff, WFEA; Monroe England, WBRK; Patrick J. Montague and Bill Dwight, WHYN; Gerald Morey, WNLC; Earle Clement, WEIM; Martin Avery, WNLH; Bob Nicolls, WHAI; Jack Weiss, WSYB; and David Carpenter, WKNE.

With Mr. McClintock from Mutual in New York were: Peter Sanford, promotion; Harry Trenner, sales; John Brugh, Kenyon-Eckhardt.

KPRC Application

KPRC Houston applied last week to the FCC for special service authorization to operate with two and one-half kw night and five kw daytime with a temporary non-directional antenna to Aug. 1, 1944. A storm in the Houston area about a month ago tore down the tower and damaged other equipment. KPRC and KXZY, which use the same tower, were off the air about a week before power was restored. It is not expected that materials to replace the temporary tower will be available at any time soon.

Maxwell House Resumes

GENERAL FOODS Corp., New York (coffee), after a summer layoff, on Sept. 2 resumed Maxwell *House Coffee Time* on approximately 120 NBC stations, Thursday, 8-8:30 p.m. (EWT), with West Coast repeat, 8:30-9 p.m. (PWT). Returning to the regular cast line-up were Fannie Brice, comedienne, Frank Morgan and Hanley Stafford, comedians, and John Conte, vocalist-m.c. Frank Tours continues as musical director, with Harlow Wilcox, announcer. Phil Rapp writes the show. Al Kaye is Hollywood producer of Benton & Bowles Inc., agency servicing the account.

NAB Publicity Heads

JOHN W. ELWOOD, general manager of KPO San Francisco, has been appointed chairman of the public relations committee of the 15th district of the NAB by Arthur Westlund, district director, and W. Walter Tison, general manager of WFLA Tampa, has been appointed to that position for the 5th district by James W. Woodruff Jr., director of that district.

WORK INCENTIVE

Navy Yard Employes Hear News at Lunch

COLLABORATING with the Navy's Industrial Incentive Division, WBZ Boston has arranged daily five-minute war newscasts for 50,000 workers at Boston Navy Yard. Bulletins are "piped" into the yard from the station's newsroom and sent out over loud speakers. Included in each specially prepared newscast is an incentive message stressing the importance of their jobs and bringing home a realization of the interdependence of production and battle lines.

Yard officials, as well as workers believe that the programs result in a better job done. If other plants producing for the Navy desire information about such a program, the Navy's Incentive Division will furnish it to them.

Familiar Field

AS ENGINEERS for WWL New Orleans, C. Ray Lawton and C. A. Schmidt Jr. went to Keesler Field, Miss., every Thursday evening to handle Keesler's half-hour radio show *Free for All*. They got to know the field well — as outsiders looking in. Now they are insiders looking out, as Privates Lawton and Schmidt, with 59th Training Group, Keesler Field.

KWBW Transfer Asked

NATION'S CENTER Broadcasting Co., licensee of KWBW Hutchinson, Kan., has applied to the FCC for voluntary assignment of its license from William Wyse and Stanley Marsh to William Wyse, Stanley Marsh and Bess Wyse, wife of Mr. Wyse and a sister of Mr. Marsh, to do business under the same firm name. The proposed transfer, which involves no monatary consideration, would give 49½% of Mr. Marsh's 50% ownership to Mrs. Wyse. Mr. Wyse is 50% owner. KWBW, an NBC outlet, operates on 1450 kw with 250 watts.

Rundle to London

WALT RUNDLE, promotion manager of United Press in New York, has been transferred to the UP London office where he will remain for a short period prior to becoming a field correspondent for the news service. Also transferred to the UP London bureau recently are Ed Beattie, UP African and European correspondent, and Collie Small, formerly on the New York sports staff of UP.

New UP Features

UNITED PRESS has released four new features: *In Your Neighborhood*, stories about "the folks next door"; *Tomorrow's World*, *Great Moments in Sports*; and *Places in the News*. A folder containing sample scripts has been distributed to radio clients, radio prospects and advertising agencies.

ROOSEVELT REBUKE TO DREW PEARSON

DREW PEARSON, commentator for Serutan on the BLUE Network, was characterized last Tuesday by President Roosevelt as a "chronic liar". The rebuke was administered at the President's news conference and was based on remarks about the State Dept. and its attitude toward Russia. The comments were made on the Serutan broadcast Aug. 29.

The day before Secretary of State Hull had referred to Pearson's comments as "monstrous and diabolical falsehoods". President Roosevelt said Pearson's statements were detrimental to the conduct of our foreign affairs and constituted an act of bad faith against the country.

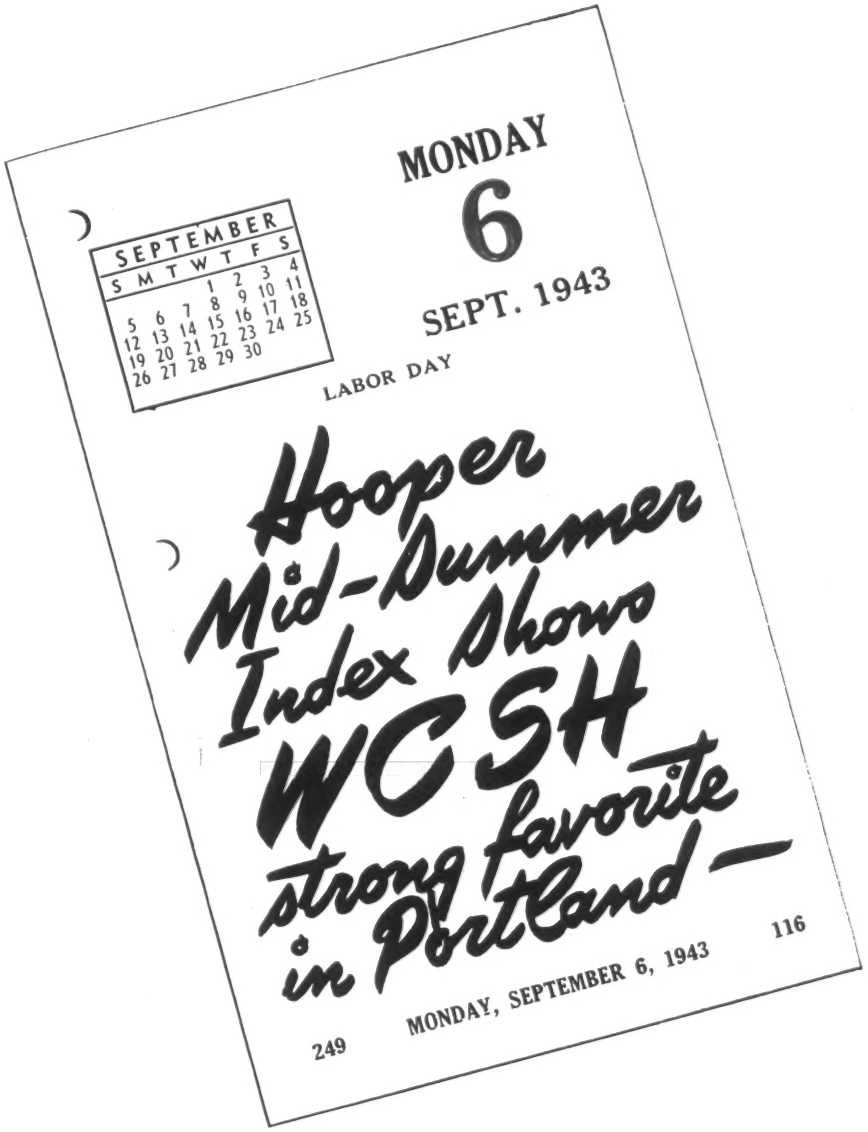
In reply Pearson said he was "complimented to join the long list of newpapermen whom the President has attacked, and added that "if the President needs a scapegoat I am glad that anything I have said has now forced the Administration to make clear in words what was not clear before in deeds."

Swing Shift Shows

IN LINE with its policy of offering special events and programs for early morning listeners, WOR New York now transcribes BLUE shows, *Quiz Kids* and *Lum 'n' Abner* for *Moonlight Saving time*. WOR's all night program, conducted by Steve Ellis. *Quiz Kids* is heard Mondays 2-2:30 a.m., and *Lum 'n' Abner* Tuesday through Friday mornings 2-2:15. Miles Laboratories, Elkhart, Ind. (Alka-Seltzer) are presenting the programs on an eight-week basis, and will continue indefinitely if successful. Agency is Wade Adv., Chicago.

IN WASHINGTON, D. C., station WWDC sponsored "Miss Washington" contest to pick candidate to enter in the Miss America Pageant to be held in Atlantic City next month. Shown above is winner Miss Dixie Rafter, of the Federal Bureau of Investigation, between Norman Reed (l), program manager of WWDC and its network program director, and Bennet Larson (r), manager of the station.

XUM



Memo for Action

STANDARD IN MAINE

WCSH

NBC BASIC

WCSH-PORTLAND WEED-REPRESENTED

In New England
Bertha Bannan

INDEX	WCSH	Sta. "B"	Others
(Monday-Friday)			
8.00-10.00 **AM**	50.4	38.6	11
10.00-12.00	68.7	20.7	10.6
8.00-12.00	60.3	28.9	10.8
12.00- 3.00 **PM**	61.0	34.1	4.9
3.00- 6.00	61.8	27.5	10.7
12.00- 6.00	61.3	31.1	7.6
(Sunday-Saturday)			
6.00- 8.00 **PM**	58.4	33.6	8.0
8.00-10.00	49.5	44.0	6.5
6.00-10.00	53.0	40.0	7.0

PORTLAND enjoyed the highest per capita buying income in New England for 1942, according to SALES MANAGEMENT May 1943 Survey of Buying Power.

Canada's Four Years of Wartime Radio

Industry Has Expanded During Rigorous Period

By JAMES MONTAGNES

ON SEPT. 10 Canada begins its fifth year of war. During the years Canada has been at war Canadian broadcasting has expanded and matured, and pessimistic expectations early in the war that Canadian broadcasting stations would have to close down because of wartime scarcity of commercial sponsors or censorship have not materialized.

Rather, Canadian broadcasting has grown, there has been no dearth of commercial sponsors; censorship problems have been overcome; Canadian broadcasting has come out of the four years of wartime broadcasting with more public goodwill than it ever had.

No Canadian station has been criticized or has been forced to close down since the start of the war for breaking censorship regulations or for lack of commercial programs. In fact there are today more broadcasters than when Canada went to war four years ago. A number of stations of 1,000 watts or less have been established in various parts of Canada by private owners to give better coverage in expanded industrial areas or near large training camps.

CBC Expands Service

The publicly-owned Canadian Broadcasting Corp. has expanded its service with the building of automatically operated relay stations in isolated areas, principally in British Columbia. Today Canada has 89 broadcasting stations, of which 10 are owned by the CBC and the rest by independent operators.

When Canada went to war Canadian broadcasters were just beginning to reap some returns after more than a decade of operating in the red during pioneering days. Canadian radio was just coming out of its infancy in technique and program production. The lessons of the years were immediately put to use as Canadian stations began local recruiting drives, war charity campaigns and the backing of war loan drives on a voluntary basis. While censorship regulations early in the war halted a number of different types of programs and caused some technical newscast difficulties, substitute programs and means of newscasting were worked out. Numerous wartime programs were developed by independent stations as well as the CBC, the latter mainly for network use. Some of these in time became sponsored programs, setting a style for advertisers who have developed and used a number of purely wartime programs.

While the nature of sponsored programs has changed considerably in the four years of war, Canadian advertisers continue nearly as numerous as in pre-war days. As shortages of materials for civilian use developed it was expected many national sponsors would drop their radio advertising appropriations. Quite a few have, but most pre-war radio advertisers are still to be found on the Canadian air. New sponsors have taken the place of those who have dropped out, including government-paid programs for various government departments.

This development is most noticeable in war loan advertising. The Dept. of Finance at Ottawa has pushed every one of Canada's four Victory Loans on the air and is now preparing plans for the Fifth Victory Loan to take place in October. Every station in Canada has received paid advertising for these financial drives, some for carrying transcribed or live announcements and programs, others for carrying network shows.

Price Board Campaigns

Another large user of paid advertising on Canadian stations has been the Wartime Prices & Trade Board, the price ceiling and rationing authority, which has for more than a year used Monday to Friday morning programs on practically all stations. The armed services have not been neglecting radio for recruiting purposes, and have a number of programs continually on the air. Other government departments have from time to time used paid time on Canadian stations for special announcements or special campaigns. How much government departments have spent on wartime radio advertising is not known, and even estimates are hard to come by, but the sum has been sizeable insofar as radio advertising income for stations is concerned.

Canadian stations after four years of war have few of their pre-war personnel left. Personnel shortages are causing perhaps more headaches than equipment shortages. Girls make up a large percentage of the total staff today in every department, and women announcers and engineers have been no novelty in Canada for several years. Canadian broadcasting personnel have enlisted in all three branches of the Canadian armed forces, have gone into technical radio enterprises for the government and have been appointed to radio liaison staffs of the armed forces public relations set-up in the Dominion and overseas.

'ENGINEERESS'—first for KDKA Pittsburgh, Dorothy Grant, former manager of the Pioneer station's mail department, is doing a daily stint at the controls of its busiest studio, filling the breach left by engineers in the armed forces.

Many changes have taken place in Canadian broadcasting since September 1939 when Canada faced war for the second time in a quarter-century. Early in the war independent broadcasters found their license fees increased from a nominal $50 annually to a maximum of $4,000 on a sliding scale depending on power and coverage. Private broadcasters early in 1941 found their activities had so increased as a result of war that their Canadian Assn. of Broadcasters could no longer get on with a paid secretary and a volunteer president, and so appointed a paid president and general manager, as well as retaining a legal counsel.

Problems of wartime broadcasting have made it necessary for CAB officials as well as directors to commute to Ottawa. CAB officials and leading Canadian broadcasters have found it essential to keep in close touch with developments in broadcasting in the United States, and NAB meetings have been well attended by Canadian broadcasters, while NAB officials and leading American broadcasters have in increasing numbers come to watch Canadian wartime developments.

Close Cooperation

Relations between CBC and the private broadcasters have become more cordial as wartime necessity required closer cooperation between the government-owned and privately owned broadcasting stations. The CBC has set up an Overseas Unit in Britain with mobile units for all war zones in which Canadians are taking part. Internal dissention in the CBC has been publicly aired at Parliamentary Committee hearings at Ottawa, and changes have been made among top executives and the Board of Governors. Commercially the four years of war have expanded the CBC networks, composed of CBC and private stations, to such an extent that an alternative commercial network has had to be established.

Growth of community spirit has developed among private broadcasters and vast amounts of free time have been given various wartime campaigns and causes. Today the private broadcasting station is a community station, developing local talent, putting on community service broadcasts, as well as supplying the community with programs of the news and happenings of a world at war.

No tabulation has as yet been made of all the free time Canadian stations have given to wartime campaigns and causes. It is doubtful if such a tabulation will ever be complete, since labor shortage has forced many stations to eliminate compilation of such reports. But it is known that on an average, from returns available, that the bulk of Canadian broadcasters give in free time to the government twice as much as they receive from sponsored campaigns, in addition to developing free time programs for such wartime campaigns and charitable causes.

PINKHAM REVIVING SPOT PLACEMENTS

LYDIA E. PINKHAM MEDICINE Co., Lynn, Mass., one of the largest users of spot radio until the unexplained cancellation in June, 1942, of a schedule of spot announcements on some 200 stations, has started a transcribed daytime serial to promote its tablets and vegetable compound.

Quarter-hour series, titled *Just Home Folks*, started Sept. 5 on six Southern stations — WAPI WCOV WGST WMAZ WTOC WWL. Program is aired Monday through Friday at different times during the day on each station, the earliest at 10:45 a.m. and the latest at 3:45 p.m. Stations are all affiliated with CBS.

Firm has used both network and spot radio for a number of years. Since the discontinuation of the large spot schedule last year, Pinkham has been using some spot radio on a very limited basis. Agency is Erwin, Wasey & Co., New York.

Change in Managership Of CBC Seen in Autumn

A CHANGE in the general managership of the Canadian Broadcasting Corp. is expected next November when the one-year term of Dr. James S. Thomson expires. No official information is available as to whether Dr. Thomson will continue in the post or will return to the U. of Saskatchewan presidency, from which he was given a year's leave.

There is speculation in Canadian broadcasting circles as to a possible successor to the position of general manager of the nationally-owned CBC. Among those mentioned are Assistant General Manager Dr. Augustin Frigon, who has been with the CBC since its start in 1936; Ernest Bushnell, CBC program chief who was with the CBC's predecessor, Canadian Radio Broadcasting Commission, and before that with the former CKNC, Toronto; Reg Brophy, Canadian Marconi Co., Montreal, general manager, and formerly with NBC; and John Grierson, general manager of the government's wartime National Film Board, documentary films and photographs. It is not known whether the question was discussed at the recent CBC Board of Governors meeting at Vancouver, but it likely will be settled at the meeting of the CBC Board this month.

MEET STAR-FACE...

He's Going to Visit Every Radio Home in America to Sell RADIO As It Has Never Been Sold Before!

Star-Face is the biggest thing in radio promotion that has ever hit America.

Who's behind him?—The sponsors, the stars, the agencies, the stations, and the network that put on the country's top radio shows.

Who's going to benefit from his work?—Those same sponsors, stars, agencies, stations, and network—plus America's listeners up and down the land.

Star-Face, symbol of NBC's Parade of Stars, is going to do a promotion job that will set the country talking—and listening more avidly than ever. Here's the set-up:

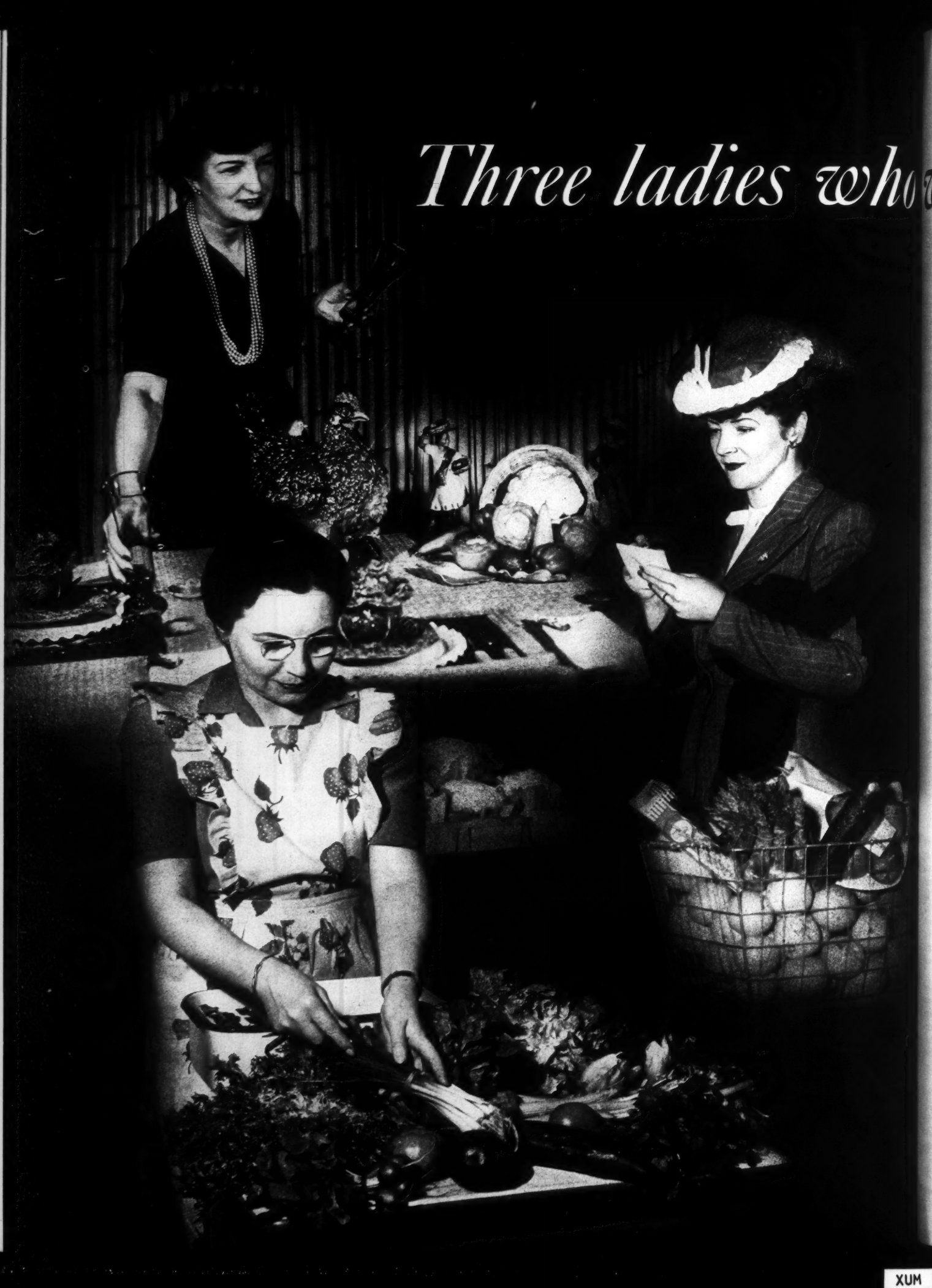
The stars of 42 NBC programs have cut records packed with the same action, appeal, and excitement they put into their "live" shows. In all, *4609 recordings* of shows have been made for this one promotion.

These recordings have gone to all NBC affiliated stations in 132 dynamite-loaded portfolios, ready for those stations to build them into five, fifteen, or thirty minute complete shows. And in those same portfolios is the ammunition to promote NBC's Parade of Stars in every conceivable way, in every town, to every radio home in the country!

From proofs of ads to press releases, from window posters to car cards, from prints of stars to spot announcements—the whole shooting match of spectacular and sure-fire promotion is packed into these portfolios.

We think your own publicity instinct will help you evaluate this promotion . . . without our mentioning such figures as 1320 spot announcements . . . 10,560 mats and proofs of ads . . . 11,088 mats and proofs of stars' photos . . . 500,000 gummed letter-stickers . . . etc., etc.

— The National Broadcasting Company


Three ladies who

ho would make a wonderful wife...

A wonderful wife is one who knows what you should eat . . .

Peggy Kiley is an expert dietician. Peggy knows.

A wonderful wife is one who makes you want to eat.

Mother Parker is a prize-winning cook. She knows.

A wonderful wife is one who knows how to make eating fun, how to entertain.

Roberta Green's specialty is entertaining at home. She "wrote the book".

For 15 minutes every weekday morning these three wonderful women (Mother Parker directing) make New England's mouth water with a program known as the *WEEI Food Fair.*

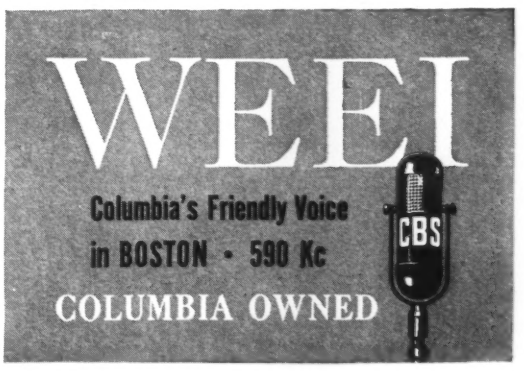
New England women who fancy themselves as cooks and housekeepers swear by the *Food Fair* experts. Women who want to learn more about the noble New England art regard them as the high-priestesses of appetite. They stretch red and blue coupons till you'd think they were made of rubber. And next thing you know, Consumer Demand is galloping again.

A couple of years ago we offered paid subscriptions to the 32-page *Food Fair Magazine;* thousands of listeners, from the Canadian Border to the tip of the Cape, subscribed.

Three days each week the WEEI Food Fair Booth visits a different super-market displaying sponsored products, and upping retailers' sales of these sponsored products. So far, 250,000 women have visited the booth in Boston's super-markets.

If you're not concerned with food or its intelligent merchandising, you probably won't get excited about this example of WEEI's realistic and essentially *friendly* radio leadership in Boston. But if you're a food man... ask us or Radio Sales for more of the story.

Represented by Radio Sales, the SPOT Broadcasting Division of CBS.



Artist Groups at AFRA Convention Vote Approval of Proposed Merger

APPROVAL in principle of the proposed merger of the American Federation of Radio Artists and the American Guild of Musical Artists was unanimously voted by the 58 delegates attending the annual convention of AFRA, held Aug. 28-29 in Chicago. Convention went beyond the original proposal to authorize the union's national executive board inviting Actors' Equity Assn. to participate in the conversations with the goal of making the merger a tripartite affair.

Convention was described as a "strictly business" affair, with morning, afternoon and evening business session on each of the two days. The only social activities were a reception for delegates and a luncheon to which members of the Chicago local of AFRA were invited. Virginia Payne, president of the Chicago local and a national vice-president, presided at the meetings in place of Lawrence Tibbett, AFRA's national president, who was unable to attend.

Discuss Transcription Code

The transcription code and its impending revision was a major topic of discussion. Code expires Nov. 1, 1943, and negotiations for a new contract will probably be instituted with the producers of transcribed programs within the next week or two. A reexamination of the various types of transcriptions: tailor made for use by one client, open end for general use by various clients, library service programs, etc., was urged, as was also a general study of the rate structure, which currently differs for the various kinds of discs. General feeling was reported to be that the transcription scale should be boosted to that now in effect for network programs, or as near to that point as the Little Steel formula will permit.

Network sustaining and commercial codes were revised to provide for cost-of-living increases of 10% in minimum scales early in the year as approved by the War Labor Board. Talks between AFRA and the transcription producers broke down, however, so that this code was not extended until Nov. 1, 1944, as the network codes have been and therefore it will be completely redrawn this fall.

Convention resolutions reaffirmed the union's no-strike pledge for the duration of the war, pledged AFRA's continued and full cooperation with the National Entertainment Industry Council in furthering the war effort, reiterated the union's stand opposing any racial discrimination, and requested the national executive board to prepare standard forms for individual contracts between artists and their employers. Several constitutional amendments, covering the method of determining proportional representation on the national board, the method of electing representatives at large, etc., were approved in principle and the union's legal department authorized to put them into official language.

Discussions of such matters as coordinating the policies of the various locals in applying the union rules on off-the-line recordings, organization plans for communities in which AFRA contracts are not yet the standard, and similar problems were given a prominent place on the convention agenda.

15,000 Membership

Emily Holt, national executive secretary, reported an increase in AFRA membership to approximately 15,000. Union had some 400 members at its inception in 1937. George Heller, national treasurer, revealed that the loan of $43,000 from Equity and Screen Actors Guild to see AFRA through its formative period has now been reduced to $13,000.

Lawrence Tibbett was reelected president; Virginia Payne, Jean Hersholt, Anne Seymour, William P. Adams and Kenneth Carpenter were elected vice-presidents; Alex McKee and George Heller were reelected recording secretary and treasurer, respectively.

Los Angeles, site selected for the 1942 convention, which was cancelled because of the war situation, was chosen as the location for the first post-war AFRA convention.

Gildersleeve Returns

KRAFT CHEESE Co., Chicago (Parkay margerine), following an eight-week summer layoff, on Aug. 29 resumed *The Great Gildersleeve* on 67 NBC stations, Sunday, 6:30-7 p.m. (EWT), with West Coast repeat, 8-8:30 p.m. (PWT). Besides Hal Peary in the title role, cast includes Lurene Tuttle, Walter Tetley, Earl Ross and Lillian Randolph. John Whedon and Sam Moore write the show. Billy Mills has been re-signed musical director. Ken Carpenter announces. Cecil Underwood is Hollywood producer, of Needham, Louis & Brorby, agency for the account.

250 WATTS
1340 KILOCYCLES
24 HOURS DAILY

PHONES
ROYAL OAK 0815
ELMHURST 6524

WEXL
ROYAL OAK BROADCASTING COMPANY
212 WEST SIXTH STREET
ROYAL OAK, MICHIGAN

Mr. Basil A. Caparell
Sales Manager
International News Service
235 East 45th Street
New York, N. Y.

Dear Mr. Caparell:

In these unusual times when we do an especially good job for one of our clients, it is exceptionally gratifying when that client goes to the trouble of letting us know he is conscious of our effort and that it is producing for him.

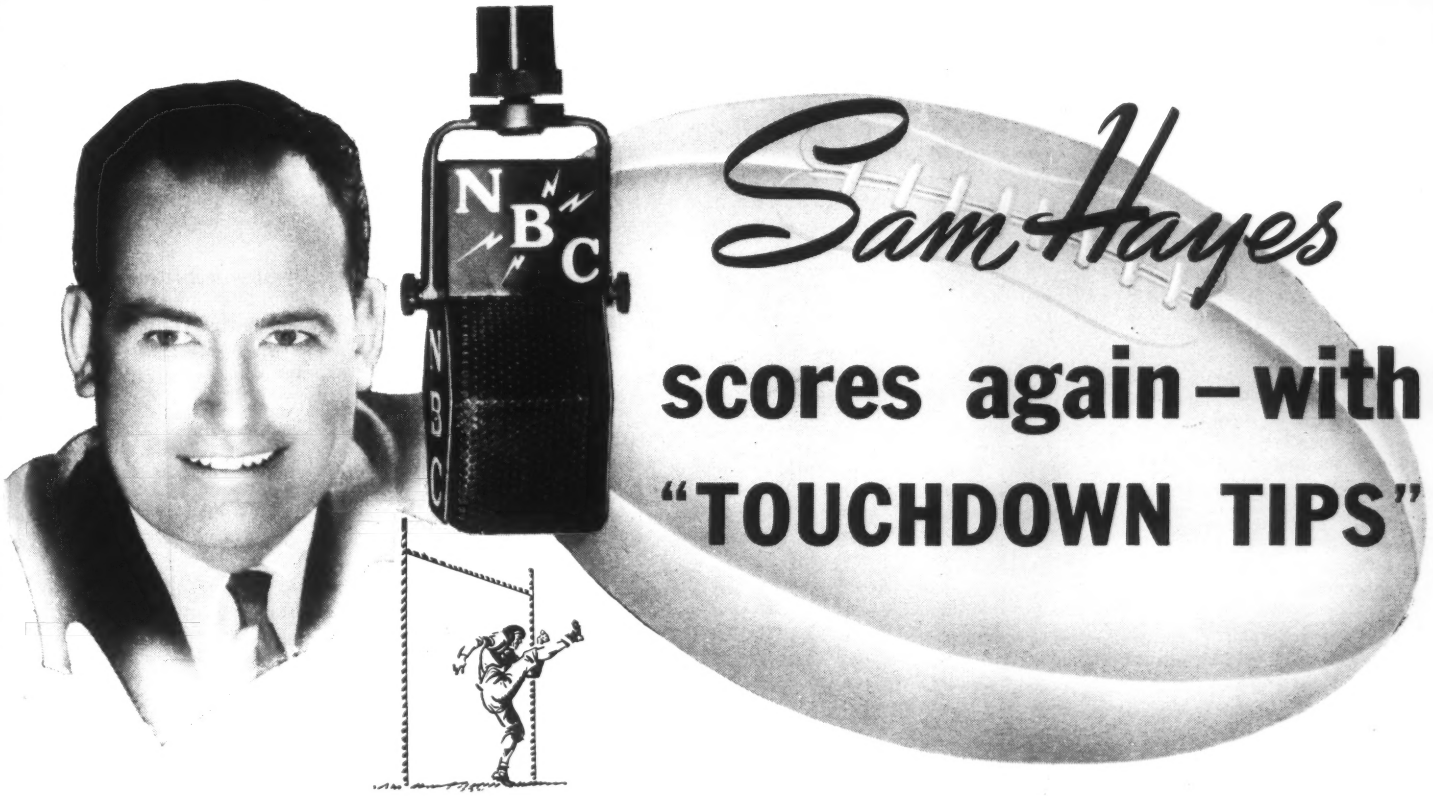
Presuming that you too may share this view I am taking this means of telling you what a fine all-around job I. N. S. is doing for us and of thanking you for the splendid cooperation of your organization in every respect.

Very truly yours,
Royal Oak Broadcasting Co.
Kirk Knight
Kirk Knight
Program Director

KK:dld

Thank you, Mr. Knight
INS

XUM



Sam Hayes scores again—with "TOUCHDOWN TIPS"

Nation's top forecaster to give tip-off on 30 major games each week this fall in NBC Recorded Programs

FOOTBALL this fall will be crazy—but good! It'll be one of the most exciting seasons in years.

Upsets? What else can you expect with Navy and Marine all-star teams from the university training camps competing against similar teams playing their *former* alma maters?

Yes, football is going to be big news to sport fans this year. And, it's good news for stations and sponsors who have Sam Hayes picking the winners. Last year, Sam topped all other forecasters with a 72% score. As ace NBC sportscaster Bill Stern says, "If anybody can pick winners, I am sure Sam Hayes will be at the top. Sam knows his football, and knows how to tell about it."

Yes, "Touchdown Tips" is a prize package—one quarter-hour show each week for ten weeks, beginning September 24th. Subject to prior sales.

Order audition records now!

NBC Radio-Recording Division
NATIONAL BROADCASTING COMPANY

RCA Bldg., Radio City, N. Y. • Merchandise Mart, Chicago • Trans-Lux Bldg., Washington, D. C. • Sunset and Vine, Hollywood

Warm up...and get in there!

Purely PROGRAMS

OFFERING recognition of American instrumentalists and composers, KECA Los Angeles, Southern California Symphony Assn., and *Los Angeles Daily News* will jointly present a young artist's contest in a weekly series on KECA starting Oct. 2 for 26 weeks. Competition is open to players and composers of American birth. Participants will be presented with the KECA staff orchestra. Prizes include appearance with Los Angeles Philharmonic Orchestra, performance of winning orchestral score, and War Bond awards of $500 each.

Contest is under guidance of Mrs. Leland Atherton Irish, executive vice-president of Southern California Symphony Assn.; Robert L. Smith, executive vice-president and general manager of *Daily News*, and William B. Ryan, general manager of KFI-KECA. Alfred Wallenstein, musical director of Los Angeles Philharmonic Orchestra and formerly of WOR New York, is chairman of judging committee.

International Quiz

AMERICANS MATCH their wits with Britishers in a special transcribed edition of *Brain Trust*, BBC quiz program, on WNEW New York. Series consists of six half-hour programs, all especially edited for American release, and recorded via transatlantic cable with an open wire during the entire process. First of the series was heard Sunday, Sept. 5, with Mayor F. H. LaGuardia, New York, as the American contestant; and the late Leslie Howard, Capt. Quintan Hogg, M.P.; Dr. Edith Somerskill, and Cond Donal McCullough, as m.c., representing England. Subsequent broadcasts will include Clifton Fadiman, Cornelia Otis Skinner, Rex Stout, Jan Struther and Dorothy Thompson.

News From Home

EACH day a Greater Cincinnati soldier's wife is selected to act as m.c. of the John Watkins' show *Soldiers Serenade* over WCKY Cincinnati and to give the "news from home". Station contacts commanding officers of the soldier whose wife is appearing on the program and requests permission for the soldier to hear the program.

* * *

Fashion Series

FASHION program, *Views on Vogue and Value*, WSAI Cincinnati, conducted by Rita Hackett, had as guests last week students from the elementary to college age, who discussed fall clothes for girls returning to school. Program is sponsored by the Almes & Doepke Co., local department store.

Music Series

WQXR New York will start five new programs, and revive an old one during the month of September. Music generally performed by great artists as encores will be heard in a twice-weekly quarter-hour series, *Encore, Encore.* Informal concerts by staff musicians will be presented in a weekly 25-minute period, *From WQXR's Green Room.* Historical concerts of the past will be recreated in *Memorable Programs of the Past*, and symphony orchestras of various cities in this country will be honored in a recorded series *Salute to Cities. Musical Montage*, a 20-minute program, features music associated with the performances of great stage and concert artists. Station is reviving *Memoirs of a Concertmaster*, in which a "concertmaster" recalls composers, conductors and artists he has known, and the music is woven around his reminiscences.

* * *

Artists in Uniform

FEATURING radio artists now in the service, KHUB Watsonville, Cal., is airing a new series of Army shows entitled *Join the Fight* from Camp MacQuaide, Cal. Sponsored by a local bank, the program is broadcast every Friday at 7:15-7:45 p.m., with commercials turned to selling War Bonds. Participants include Pfc. Dick Vance, vocalist, formerly with the Pacific network of CBS; Pfc. Ed Costeykan, former New York announcer; Sgt. Jack de Mello, ex-music director of KGO and the BLUE network in San Francisco; and Harry Zohn, former bandleader from San Francisco.

* * *

Labor Plan

SCHEME for recruiting volunteer farm and processing labor has been worked out for use in Washington state by Bill Moshier, research-advertising manager for KOMO-KJR Seattle. Mr. Moshier was chosen by the state's 26 commercial stations and the Washington State College extension service to coordinate all farm and cannery recruitment campaigns in the state. Daily reports are received from field agents and from these spot announcements are planned for the various areas to help solve their specific labor shortages.

* * *

Washington Success

PROGRAM over WTOP Washington for the purpose of backing local OCD recruiting campaign proved so successful that the half-hour show has been continued as a weekly feature. Titled *Washington at War* the program is designed to boost home-front activities with particular emphasis on the District of Columbia. Show is open to suggestions from organizations connected with the war effort.

* * *

Defense Series

HOME DEFENSE activities in London and New York, are featured in a weekly half-hour series presented on WNYC New York in cooperation with the BBC and the New York Civilian Defense Volunteer Office. Program is titled *Tale of Two Cities.*

JESS SWICEGOOD

WKPT • KINGSPORT, TENN.

says: "THANKS FOR THE TIP"

"Following the suggestion made in your recent bulletin, we auditioned Szath-Myri's Symphonic Swing Orchestra and the Coté Glee Club to the First National Bank of Kingsport. They sold instantly. The program is now running every Sunday night (half-hour) and the contract calls for 52 broadcasts. Thanks for the tip."

The units sold by WKPT are exclusive with Lang-Worth and form an integral part of 3000 recorded selections immediately available in Planned Program Service.

LANG-WORTH, Inc.

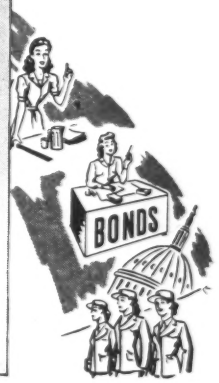
420 MADISON AVENUE • NEW YORK, N. Y.

Announcing

A NEW LANDMARK ON OUR PRIVATE PATHWAY OF ACHIEVEMENT . . .

RUTH CHILTON

BECOMES THE CHARMING NEW DIRECTOR OF PHILADELPHIA'S MOST POPULAR FEMININE-INTEREST PROGRAM



"FOR WOMEN ONLY"

To the long list of distinguished names which headline its schedules, WCAU has added noted Ruth Chilton, one of the most prominent women in American broadcasting today. Ruth Chilton comes to WCAU with 18 years' experience in radio. She will present on "For Women Only" informal chats on fashions, home-making, child care and the hundred-and-one subjects dear to a woman's heart . . . all in the refreshing inimitable Ruth Chilton manner.

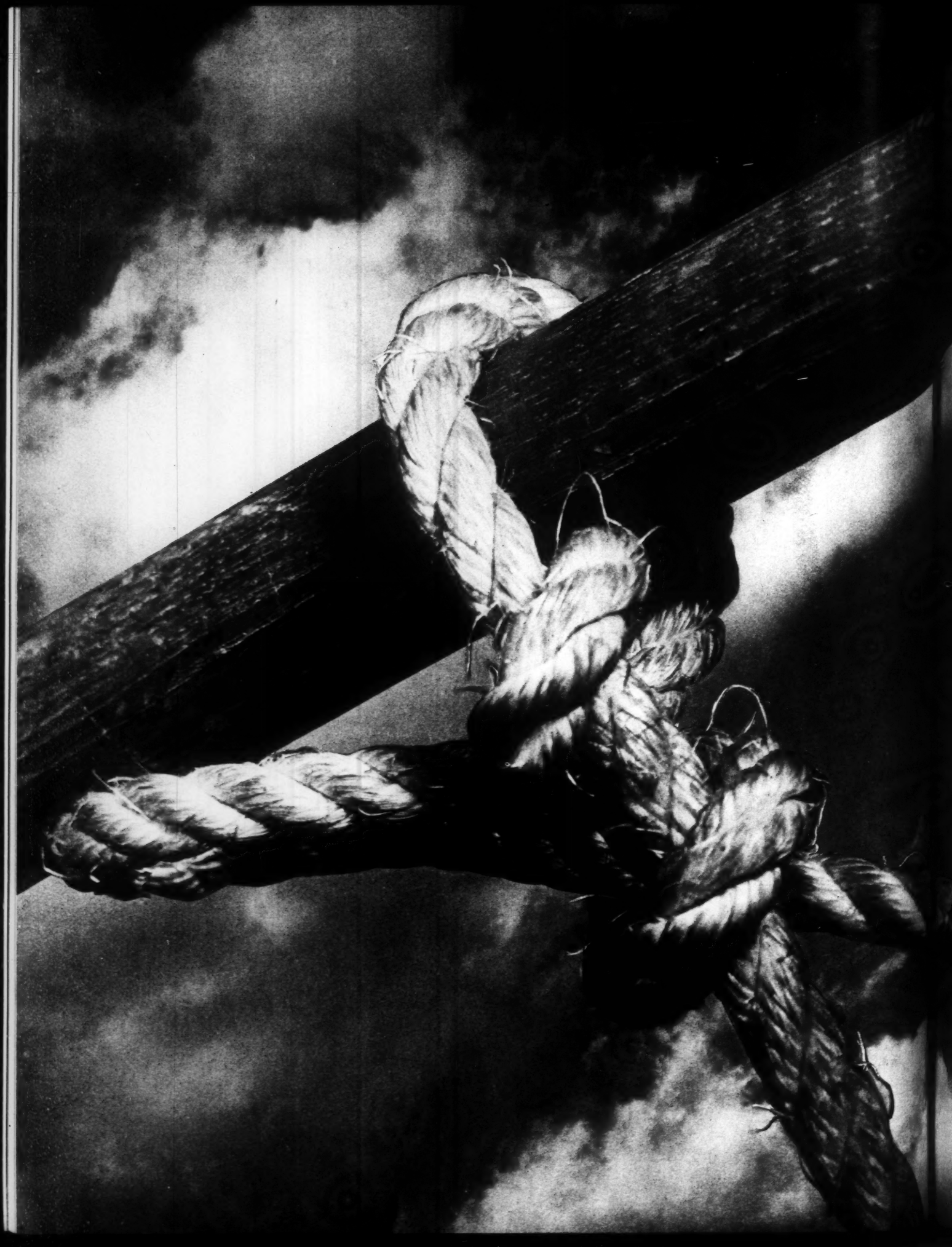
WCAU unhesitatingly predicts for Ruth Chilton and "For Women Only" (consistently, from its inception 10 years ago, Philadelphia's outstanding women's participation program) a new high in listenership . . . and for advertisers, a matchless sales-potent medium for promoting their product in America's third largest market.

Bringing noted Ruth Chilton to Philadelphia is just another proof of the WCAU traditional 100% method . . . just one more reason why WCAU is consistently Philadelphia's pre-eminent radio station.

★ THIS IS RUTH CHILTON: 1st and present president of the WOMEN DIRECTORS OF THE NATIONAL ASSO. OF BROADCASTERS. ★ Charter member of the Association for Education by Radio. ★ Member of the National League of American Pen Women. ★ Member of the Publicity Committee of the American Red Cross. ★ Nationally known lecturer and club speaker.

WCAU

50,000 WATTS IN ALL DIRECTIONS



XUM

. . . all in knowing HOW

One pull—in the right direction—the entire knot comes apart and falls free from the spar. But . . . you have to know how.

The knotty problems of spot radio are made easy by the "know how" of research, study and experience.

By cooperating closely with agency men and advertisers alike, the Raymer Company have demonstrated for more than ten years through research that they know the—who, when, what, where, and how—of spot radio advertising.

PAUL H. RAYMER COMPANY • RADIO STATION REPRESENTATIVES

NEW YORK • DETROIT • CHICAGO • SAN FRANCISCO • LOS ANGELES

XUM

Editorial

No Santa Claus

IS THE Government building its own super news-gathering organization—a sort of Federally operated radio-press association?

Fantastic as this may seem, some of the keener observers in Washington detect the framework of such an organization in the Foreign Broadcast Intelligence Service of the FCC.

This organization, which the Combined Chiefs of Staff would prefer to see abolished for military reasons (while the FCC's Radio Intelligence Division would be transferred to the Army) has mushroomed under the guiding genius of FCC Chairman Fly. Its staff includes several hundred analysts, editors, translators and others whose assigned task it now is to monitor foreign broadcasts and analyze or translate them for various governmental agencies—whether they want the service or not.

But that isn't particularly germane to the question of a Government press association. A real clue came last week when the House Select Committee investigating the FCC released a letter from Chairman Fly to the President in connection with draft deferments for the Commission. Mr. Fly told the President that FBIS maintains a "minute-to-minute" news service, 24 hours a day.

One of Washington's most widely held "secrets" is the hostility of the Administration to the nation's press. This has been reflected in many ways. From the radio standpoint it became manifest in the so-called newspaper-ownership investigation of the FCC—an investigation still in progress so far as the record goes because the record has never been closed. For nearly three years newspaper applications (except in rare cases) have been thrown into the suspense file pending the outcome of the investigation, and a determination by the FCC whether it is in the public interest for newspapers to own broadcasting stations.

Thus, while the FCC debates whether it can lawfully divest newspapers of radio affiliations, the same FCC has built up FBIS, with a network of leased wires and a nationwide—even world-wide—operation. This doesn't conclusively prove that the Government's intention is to make FBIS a Federal news organization. But it certainly gives it some rudimentary experience in the field. The United States, of all major nations, doesn't have its own Government news organization. England has its semi-official Reuters; France its Havas; Russia has Tass; Germany the notorious DNB; Japan has Domei and Italy has Stephani.

The FCC, under the Communications Act, is a licensing authority. It is not an operating agency. Yet FBIS is an operating agency, a sort of unincorporated Government news operating enterprise. It got its authority, it seems, by default because till now Congress just permitted it to grow without hindrance.

This idea of a Government news association may be a bit vague. But the crusade against newspaper ownership, which would deprive one segment of the public the right to engage in free enterprise, certainly isn't. That's why we were glad to see the steering committee of the Newspaper Radio Committee pledge itself the other day for legislation to prevent discrimination against newspaper ownership of stations.

It's time station owners, newspaper and independent alike, stop believing in Santa Claus.

CONGRESS reconvenes next week. It will have its hands full with war legislation. There is an evident interest in radio too, stirred up largely by the Frankfurter "control of the traffic opinion" of the Supreme Court, and the revelations of the Cox Committee. Radio's plight is of enough importance, we think, to warrant Congressional action through an interim amendment which would "repeal" the Frankfurter opinion and make it clear that Congress never intended to give the FCC control over the programs and business policies of stations or networks. The long-range rewriting of the Communications Act can come later. We hope the Cox Committee interim report will so recommend.

Free Ride for Railroads

THE NATION'S railroads, flush with wartime business, are getting a free ride via radio. Stations generally are carrying the OWI "Don't Travel" announcements, because OWI is asking them to do it as part of the wartime program. The same railroads, however, are buying space in newspapers and magazines and on billboards for the same campaign.

Before the war, when the railroads were suffering fierce competition from planes and buses, they didn't do a lot of advertising. Radio got only a small percentage of those budgets. There was even an agreement among certain of the carriers not to use radio.

After the war, it is now apparent, the competition in the travel field will be even keener. New and faster plane schedules will be the order. Better buses will operate on swifter schedules. The railroads, faced with a huge equipment replacement program, will have to pitch in for their share of the business to keep going.

Railroads that have used paid radio advertising *know* the results. And all of them appreciate the effectiveness of the OWI-directed "Don't Travel" campaign they're getting free, only because the Government asks for it.

We think stations that complain about the free rides the railroads are now getting, while paying for other advertising, are justified. It's obvious the railroads won't buy time if they can get it for nothing. As has been pointed out by broadcasters in these columns, the AT&T is paying for its "Don't Use the Telephone" campaign in all media.

OWI's Radio Bureau is doing an outstanding job in its network and spot allocations on war programming. In the case of the railroads, however, we think it might well reappraise its procedure. Radio will continue to cooperate in every war effort undertaking. Here we have something that is commercial everywhere, except on the air.

Our Respects To —

DONALD BELDING

TRUE to the hardy American tradition—work plus integrity, plus natural ability, adds up to success. That's the story of Donald Belding, chairman of the board of Foote, Cone & Belding, national advertising agency.

Born in Grant's Pass, Ore., Jan. 23, 1898, he met with adverse circumstances early in life when his father was killed in a gold mining accident. At that he managed to graduate from Grant's Pass High School in June 1914 as president of his class. Indicative of his future bent, Don, as he has been called since babyhood, also handled the editorship of the school annual during his senior high school year.

Determined on a college education, he matriculated at the U. of Oregon and paid for board and room by washing dishes three times a day. Later he got a job as relief telegraph operator and also wangled a spot as student manager of the college track team. When World War I interrupted his junior year, young Belding was given an assignment as radio sergeant in heavy artillery, after completing preliminary radio school training. He saw active Army service overseas. With the war's end he returned to Oregon and finished his college education, receiving in spring of 1919 a Bachelor of Science degree in Commerce with honors.

Don held down the post-college job as manager of the Western Union office in Klamath Falls, Ore., until by a fluke he fell heir to a local weekly newspaper in 1921. After changing that enterprise to a daily, the young newspaperman sold out to competition in spring of the next year. He went back to telegraphy in Stockton, Turlock and Bakersfield, California.

Fall of 1922, however, brought recurring effects of a gas injury suffered during World War I and Don landed in the "kick-out" tuberculosis ward of Camp Kearney, Cal., with a predicted four months to live. Indomitable, he refused to accept the verdict and 12 months later was pronounced cured. But that year changed the course of events in Don's life.

Having long felt his field was advertising and financially bolstered by Government rehabilitation payments, he came to Los Angeles in November 1923 with the determined idea of breaking into advertising. He sat adamantly in the reception room of Lord & Thomas until Don Francisco, then head of the local offices, agreed to see him. After explaining that he would work for nothing, the young die-hard was put to work as an office boy from November 1923 until April 1924—with

(*Continued on page 34*)

WE'RE PLEASED...

to win the top award in THE BILLBOARD'S Sixth Annual Radio Publicity Survey among the Clear Channel stations.

BUT WE'RE EVEN MORE PLEASED...

about the reasons the award committee gave for placing WGN first... *"At final analysis, WGN came out on top by virtue of its ability to grab space outside of its primary service area, its promotions, its knack of translating publicity and promotion into effective point-of-sale bally. WGN's publicity during 1942 was designed to benefit station, clients, personalities, network (MBS) and radio in general."*

EASTERN SALES OFFICE:
220 E. 42nd Street, New York 17, N. Y.
PAUL H. RAYMER CO.
Los Angeles 14, Cal.; San Francisco, Cal.

A Clear Channel Station
CHICAGO *50,000 WATTS* WGN ILLINOIS *720 KILOCYCLES*
MUTUAL BROADCASTING SYSTEM

Personal NOTES

ROGER W. CLIPP, executive vice-president and general manager of WFIL Philadelphia has been named chairman of the Promotion Committee for the Third War Loan Drive in Philadelphia.

JAMES G. BENNETT, for the past 10 years in the advertising department of the *New York Daily News*, has joined the sales staff of the BLUE as announced by D. B. Buckham, eastern sales manager.

F. VAN KONYNENBURG, manager of WTCN Minneapolis-St. Paul, entertained Chicago members of Free & Peters, celebrating the radio representation by that company for the station for the 10th consecutive year. Mr. Van Konynenburg's guests at dinner and the All-Star football game, Aug. 25, were: James L. Free and James L. Free Jr., J. W. Knodel, B. B. Timothy, A. H. McCoy, J. A. Cory and Sherman R. Barnett.

RUSS WINNIE, assistant manager and sports announcer of WTMJ-W55M Milwaukee, spent part of his vacation in northern Wisconsin watching the training activities of the Green Bay Packers team whose games he will announce over WTMJ this season for the 15th consecutive year.

LT. J. GORDON LLOYD, former account executive of WJZ New York has been assigned as a public relations officer with the Central Procurement District, Detroit, under the Materiel Command.

FRANK (Bud) BEREND, NBC Western division sales manager, is currently conferring with advertisers and agency executives in New Orleans, Chicago and New York, returning to his Hollywood headquarters on Sept. 15.

PHYLLIS R. DOHERTY joins WNAC and Yankee Network as director of publicity. She was formerly assistant editor of the *New England Purchaser*.

LEW FROST, assistant to Sidney N. Strotz, NBC Western division vice-president, currently is in New York for home office conferences.

ROBERT J. BROWN has been promoted to supervisor of local sales for WTAG Worcester, Mass. He is replaced in the sales department by Carter Knight. Mr. Brown joined WTAG in 1939.

RICHARD CONNOR, MBS station relations director, after Hollywood conferences with Lewis Allen Weiss, vice-president and general manager of Don Lee, is conferring with managers of Texas affiliates.

EDWIN OTIS, supervisor of production, of the Yankee Network, has joined Mutual's station relations department as assistant to Richard Connor, director.

Now Capt. James

E. P. H. JAMES, director of publicity and promotion for the BLUE until August 1942 when he entered the Army as a first lieutenant, has been named a captain, according to a report the BLUE received from his post in Harrisburg.

PAUL WHITEMAN, director of music for the BLUE, on Sept. 17 will arrive in New York from Hollywood to make his permanent headquarters in the RCA Bldg.

MILK of human kindness seems to flow through veins of these friendly rivals, representatives of different stations handling same account, Sheffield Farms Co., N. Y. (l to r) Charles Hogen, account executive of N. Y. Ayer & Son, agency in charge; Peter Donald, m.c. of *Guess Who*, quiz show recently inaugurated on WOR New York and sponsored by Sheffield Farms Co.; N. R. Cotterill, Sheffield adv. manager; John Reid King, m.c. of *Missus Goes a-Shopping*, the company's WABC New York program.

Our Respects to

(*Continued from page 32*)

no pay-check. Then he was placed on the books. By April 1926 he had convinced the management of his ability and was made assistant spacebuyer.

That and successive positions in the research department and as head spacebuyer left Don still unsatisfied. Asking for a copywriting job early in 1927 he so distinguished himself that Jell Well Dessert Co. asked for him as account executive. In fall of 1930 he took over the Union Oil Co. of California account and in early 1935 added the California Fruit Growers Exchange. These two accounts he handled for a period of four years.

In Aug. 1938 when Don Francisco moved to New York to become agency president, Belding was made Los Angeles manager and elected vice-president. When Lord & Thomas was dissolved in January 1943 and the new advertising agency formed, Don was elected chairman of the board of Foote, Cone & Belding.

His chief avocational activity has been the War Advertising Council, of which he is a director, and the Pacific Advertising Assn., for which he served as president two years, 1940-42. He is also a board of directors member and public relations committee head for both the Los Angeles Chamber of Commerce and the Los Angeles Manufacturers & Merchants Assn.

Until the war virtually ended pleasure-boating, he spent his weekends aboard his schooner, *Volant*. The father of Don Jr., 21 (now in the armed forces), and 16-year-old Barbara, both by a previous marriage, Mr. Belding was married to his present wife, Alice Louise Freter, on March 28, 1942. They make their home in the Los Feliz Hills district of Hollywood.

BILL WALLACE, formerly with the radio section of American Red Cross in Washington, D. C., has joined WHOP Hopkinsville, Ky., as chief announcer.

BEHIND the MIKE

CHARLES BERRY, supervisor of producers for the Overseas Branch of the OWI in New York, on Sept. 1 resigned to return to commercial radio-producing. He had been with the OWI since July, 1942. His duties of scheduling and supervising overseas broadcasts will be absorbed within OWI production division.

ROY NEAL has been appointed chief announcer of WIBG Philadelphia.

LEO LANGEVIN, formerly with WNAB Bridgeport, has joined the announcing staff of WSRR Stanford, Conn. Fred Handrich has resigned from the WSRR staff to join WNYC New York.

CHARLIE SCHENCK Jr., free-lance director, is writing a book on his two decades in broadcasting, tentatively titled *On the Nose*, or *Twenty Years in a Fish Bowl*.

HARRY J. FEENEY Jr. of the CBS press information department has joined the Army.

HAROLD CARLOCK has joined the publicity staff of KFI-KECA Los Angeles. He was formerly in the news, sales and promotion departments of KPMC Bakersfield, Cal.

JIM TAYLOR has joined the announcing staff of WHIO Dayton.

FRED KILIAN, of producers' staff of WBBM Chicago, is the father of a son.

ANDY POTTER, chief of programming and operations for the Pacific Bureau, OWI overseas branch, San Francisco, has resigned.

RICHARD E. STOCKWELL left WMT Cedar Rapids, Iowa, Sept. 5 to join WCCO Minneapolis as associate news editor.

JOHN LANG is new announcer on thrice-weekly BLUE Pacific program, *Red Ryder*, replacing Art Gilmore, now in the Navy.

GEORGE REEVES, formerly of WAKR Akron; Marvin Conn, formerly of WOWO Fort Wayne; and Mark Hayward, of WLOL Minneapolis, have joined the announcing staff of WIND Gary, Ind.

HUGH TURNER, announcer of KGO San Francisco, is father of a boy.

Joins Red Cross

ALLEN SISSON, sports editor and chief of announcing and news staff of WHAM Rochester, N. Y., has left the station for duty as field representative with the American Red Cross. He came to WHAM from the theatrical world. The several positions he held are now being filled by Tom Murray as news chief, Edmund Lytle as chief announcer, and Bob Turner, formerly with WEBR Buffalo, as sports head. Sisson is WHAM's tenth staff member to enter the service.

BEA WAIN, singing star of the CBS *Hit Parade* and NBC *All Time Hit Parade* programs, has been named chairman, women's radio division, Waste Paper Salvage and Conservation Campaign, sponsored by the salvage division of the WPB.

PRIVATE RICHARD PACK, former director of publicity of WOR New York, has been assigned to the public relations office, First Air Base, Mitchell Field, New York.

JOE HOOKER, farm editor and public relations director for WKZO Kalamazoo-Grand Rapids, is the father of a girl.

BEV DEAN, producer of WLS, Chicago, is the father of a boy born Aug. 28.

ROBERT E. JOHNSON has joined the announcing staff of WEIM Fitchburg, Mass. Dorothy McKittrick has joined WEIM as director of women's activities and will conduct the daily women's show renamed *To the Ladies*. Dave Allen, part-time announcer, has resigned to accept a position at St. Paul's Preparatory School, Garden City, N. Y. Dave Tucker, previously full-time announcer, has received an honorable discharge from the Army and returns to WEIM as part-time announcer.

CLINT BLAKLEY, announcer at WAPI Birmingham, Ala., is the father of a girl.

SID CORNELL and Lin Mason of WKRC Cincinnati have been appointed program supervisors. Bob Schmitt and Dorothy McCord have joined the publicity-promotion department. Penny Pruden, WKRC food advisor, has been named director of women's activities.

CHARLIE E. SMITH, yeoman second class, naval district communications office, San Diego, formerly manager of the artists bureau of KSTP Minneapolis, has entered the Navy specialists school, Bainbridge, Md., for training as a recreation and welfare director.

BOB VESEL has joined the announcing staff of WWVA Wheeling, W. Va. He was former supervisor of NBC's guest relations department.

FRAN MacNERNEY, recently appointed Sohio reporter by McCann-Erickson over WTOL Toledo, will marry Gertrude Woods this week in Cynthiana, Ky.

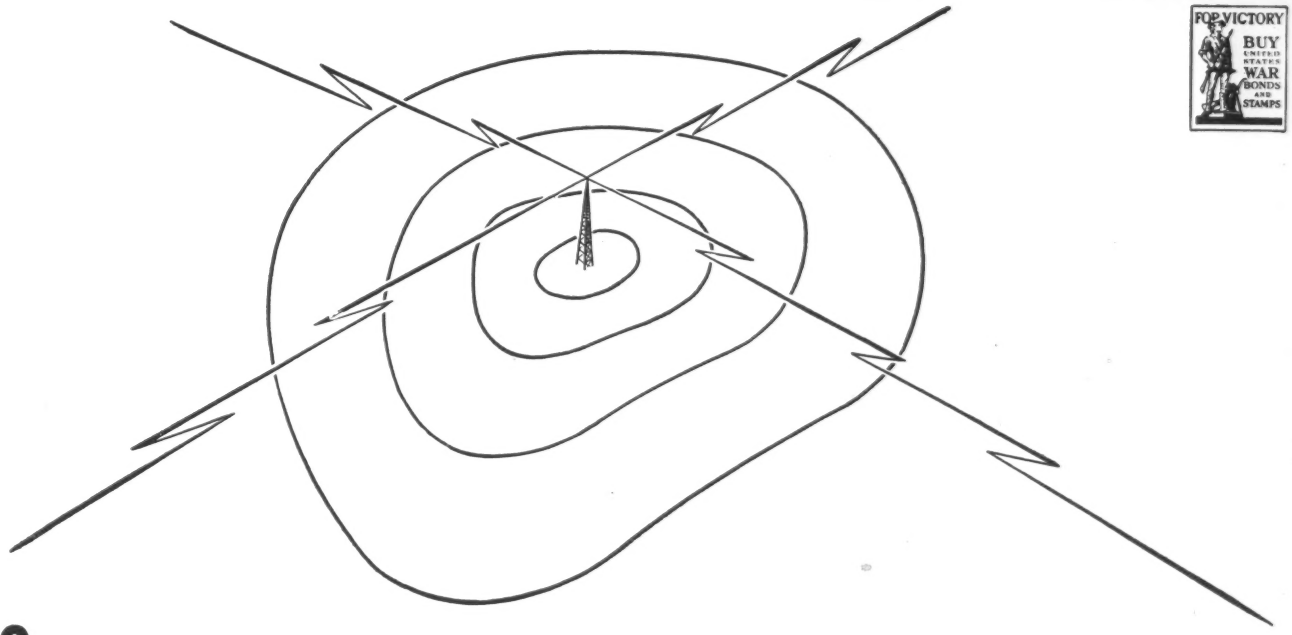
TED HOLMES, former announcer of WPEN Philadelphia joins the announcing staff of the BLUE Network in New York this week.

JEANNE OLIVER, of the program department of WCAU Philadelphia, and Paul Brough Gunter, U.S.N.R., have announced their engagement. Wedding will take place Nov. 6.

ED MORRISON has joined the newsroom staff of WCAU Philadelphia succeeding Elaine Livingstone.

RUTH CHILTON, president of women's division, NAB, joins the staff of WCAU Philadelphia on Sept. 6, to conduct *For Women Only* program series, daily women's participation show.

ENID HAGER has resigned as director of public relations of WPEN Philadelphia, going to New York to join a publishing house.



Coverage

You broadcast station men lay a lot of stress on coverage when you sell. But coverage is just as important when you *buy*. Bear in mind that RCA manufactures and sells broadcast station equipment comprising *all* of the following groups:

Broadcast Audio Facilities, such as—

MICROPHONES AND STANDS
AMPLIFIERS
CONTROL EQUIPMENT
"CONSOLETTES"
TURNTABLES AND RECORDERS
MONITOR LOUDSPEAKERS

Test and Measuring Equipment, such as—

FREQUENCY MONITOR
MODULATION MONITOR
PHASE MONITOR
FIELD INTENSITY METER
AUDIO OSCILLATOR
DISTORTION METER
OSCILLOGRAPHS

Transmitter Equipment, such as—

TRANSMITTER
TRANSMITTER AUDIO EQUIPMENT
ANTENNA PHASING EQUIPMENT

From microphone to antenna RCA offers the broadcast station *complete* equipment of coordinated design —assuring superior performance, maximum operating economy and convenience, and *definitely fixed responsibility. RCA Victor Division, Radio Corporation of America, Camden, New Jersey.*

RCA

RCA BROADCAST EQUIPMENT

RCA's line of apparatus includes more of the equipment necessary for the efficient operation of modern broadcasting stations than that of any other manufacturer.

RCA is the only broadcast equipment supplier manufacturing a complete line of measuring and test equipment.

To a Submarine, a Fish's Grunt Sounds Like Enemy Propellers

WASHINGTON, Aug. 19 — United States submarines turning corners at ten fathoms or so have pulled up in surprise and wonderment at hearing such raucous sounds as "Honk, honk!—beep, beep!—G-r-rrrr!"

The men with the earphones who listen to what goes on while their craft is slithering through the briny deep often confuse these noises with the hum of enemy propellers, and signal for a quick stop. But the eerie underwater traffic noises often are caused by fish.

The Fish and Wildlife Service of the Interior Department has reported to its chief, Harold L. Ickes, that fish are noisy.

"Fish," said the Fish and Wildlife service in a formal report, "actually grunt, purr, drum, grind their teeth and make a medley of other sounds that create strong underwater vibrations even when inaudible on the surface."

The service, aided by the Navy, has made a series of recordings of fish noises which are being drummed into the ears of submarine "listeners" so that they will know the difference between an ichthyological burp and a Japanese propeller.

"The Navy experts," said the report to Mr. Ickes, "obtained their most surprising results from the toadfish, a common species of the Atlantic Coast known for its ugliness and its bad temper. Although advised by Fish and Wildlife Service biologists that the toadfish is an important sound producer, the investigators were unprepared for the volume of its voice, which they said compared in intensity with a steamboat whistle.

"Fishes capable," the report went on, "of making drumming grating or grunting noises are found both in fresh and salt water in all parts of the world. Whether fish use their voices to attract the opposite sex, as a feeding call or to express general contentment like a cat's purr is not known."

Over land and under sea, Presto Recorders have their ears glued to Sounds . . . pick them up and play them back so Sailors, Soldiers and Aviators may *know* who's there—friend or foe!

As in peace, so in war . . . if it's a noise Presto will get it—faithfully and realistically.

Presto Recording Corporation
NEW YORK 19, N. Y., U. S. A.
World's Largest Manufacturers of Instantaneous Sound Recording Equipment and Discs

JACK BARRY, sports announcer and musical clock pilot of WHEC Rochester, N. Y., recently participated in the *Times Union* Invitation Golf Tournament.

ED HOERNER, program director WWL New Orleans, substituted as instructor of the radio class at Loyola U. summer session in absence of Dr. Alfred J. Bonomo who spent six weeks in New York, observing production technique of the major networks. Dr. Bonomo is educational director of WWL.

MARUE DESCHENES, continuity writer of WHAI Greenfield, Mass., was married to Marine Sgt. Wilfred M. Macauley.

ERNIE NEFF has joined WOWO-WGL Fort Wayne as announcer and organist.

JOHN CORRIGAN, formerly of KWOS Jefferson City, Mo., has joined KXOK St. Louis as announcer.

VINCENT ROWE, formerly of WMBD Peoria and WLDS Jacksonville, Ill., is now announcing with WOWO-WGL Fort Wayne.

MERRILL J. LUTHER is now a member of announcing staff of KTSM El Paso.

JACK CALVIN, former staff announcer of KOMA Oklahoma City, is now program director of WPAB Laredo, Texas.

GILBERT THOMAS has joined announcing staff of WWL New Orleans. He was previously with WJNO West Palm Beach and WKBW-WGR Buffalo.

RAY RICH is now night supervisor of production of WNAC Boston and Yankee Network. He was formerly announcer and program director of WHDH Boston, and succeeds Edwin Otis now with Mutual's station relations dept. in New York.

ALICE IRENE GARDNER has joined WAOV Vincennes, Ind., as announcer.

LUCIEN DUMONT has joined the announcing staff of WHEB Portsmouth, N. H.

THEOLA MORRIS has joined the continuity department of KGVO Missuola, Mont., shifting from the technical department.

WILLIAM HANRAHAN, announcer at WELI New Haven, Conn., has joined the Air Corp. "Stan" Briller replaces him.

JOHN FRENCH has joined the announcing staff of KYSM Mankato, Minn. Patricia O'Brien has joined the continuity department.

JEAN HENNINGER, recent graduate from Oregon State College, has joined KERN Bakersfield, Cal., as news reporter. Michael Powell is doing parttime announcing.

PATRICIA MULHOLLAND has been made traffic manager of KWG Stockton, Cal.

GEORGE KAPEL, new to radio and formerly news reporter on the *Fresno Bee*, has joined KMJ Fresno, Cal., as announcer.

TINY CARLSON, honorably discharged from the Navy, has joined KFBK Sacramento, Cal., as announcer. Herb Clark and Jack Matranga are also recent additions to the announcing staff.

KATHLEEN WILSON, who portrays Claudia Barbour in the weekly NBC *One Man's Family*, and Eldridge Haynes, New York publisher of *Modern Industry Magazine*, were married in Hollywood on Aug. 28.

MARVIN GOODSON, producer of KGO San Francisco has joined the NBC Hollywood staff.

BILL DEAN, program director of WIRE Indianapolis, is the father of a girl.

M. W. Noble

M. WILLIAM (Bill) NOBLE, staff organist and publicity director for many years at WLAW, Lawrence, Mass., died Aug. 20 at his home in this city. Mr. Noble is survived by his wife. He had handled the publicity duties since formation of the department.

LEROY MILLER, conductor of *Musical Clock*, early morning program of KYW Philadelphia aided in the collection of 12,500 old phonograph records for men in the armed forces through appeals made on his program in behalf of the American Legion drive for records.

ARTHUR VAN HORN, newscaster of WOR New York leaves Sept. 10, to join the Army. He reports to Camp Upton, N. Y.

JOHN D. WAHLSTROM, has been promoted from studio operations supervisor of NBC's guest relations department, to assistant manager of guest relations, in charge of studio and sales service operations.

RHODA L. CANTOR, formerly publicity assistant to Lee Septembre, Broadway press agent, has joined WLIB Brooklyn, as script writer. George Thomas, formerly employed at WELI New Haven and WNAB Bridgeport joins the WLIB announcing staff.

RAD HALL, newscaster, has withdrawn from *Beat the Band*, sponsored on NBC by Brown & Williamson Tobacco Corp., to devote more time to *The Gods Are A-Thirst*, projected series to be presented on NBC in cooperation with the British War Information service.

WILLARD RENE and Donald L. Webb have joined the announcing staff of WLW-WSAI Cincinnati. Mr. Rene was formerly with Texas stations KGNC and KPJZ. Mr. Webb was formerly with WPAY Portsmouth, O.

GORDON HUGHES, Hollywood producer of H. W. Kastor & Sons on the weekly CBS *Dear John*, has joined the CBS staff. He continues to produce quarter-hour series in addition to building new shows.

BOB GILBERT, continuity acceptance editor of NBC Chicago, is the father of a boy born Aug. 26.

HAROLD LANTELL, formerly announcer-assistant news editor of KTAR Phoenix, has received his honorable discharge from the Army and is now in Hollywood.

Telegenics Consultant

HARRY CONOVER, head of the model agency bearing his name, has been named consultant on telegenics for WOR-Mutual's experimental televisions series, according to Ray Nelson, director of daytime programs and supervisor of television activities of WOR. Mr. Conover will conduct a series of teletests, and will assist in the exploration of commercial possibilities for television. He will appear with his "cover girls" from time to time on the Tuesday, 8:30-9:30 p.m. experimental telecasts, started nine weeks ago by WOR on W2XWV, the Dumont television station. Mr. Conover recently announced the organization of a special Television Department in his model agency, to train models as announcers and demonstrators of advertising products.

ADVERTISING RULE IN ARMY CONTRACTS

IN TERMINATING contracts, Army procurement personnel have been instructed by the War Dept. that "a proper proportion of institutional advertising expense may be included" in costs as a charge against the Government. The regulation states however that "advertising expense will not be allowed as a direct charge."

The attitude on advertising apparently is to recognize that those war contractors who have incurred reasonable expenditures for advertising of an institutional character, and have thereby made a war contribution through such advertising, are entitled to reimbursement.

Covering more than 40 pages in the *Federal Register* of Aug. 24, the procedure detailed in Part 88 of Procurement Regulation 15, constitutes a complete program for the termination of Army contracts at the convenience of the Government.

Part 88 is of considerable interest to the very large section of American industry which is heavily involved in war production. Radio equipment manufacturers are included in this group, and the forthcoming meetings of the credit committees of the Radio Manufacturers Assn. are scheduled to discuss the problems involved in contract terminations. The RMA western credit committee meets Sept. 15 at the La Salle Hotel, Chicago, while the eastern committee will be in session Sept. 22 at the New Yorker Hotel, New York.

P & G Film Tieups

PARAMOUNT PICTURES, New York, is promoting "So Proudly We Hail" in a tie-in arrangement with Procter & Gamble's NBC serial, *Hollywood Theatre of the Air*, whereby serializations of Paramount properties are granted in exchange for plugs on the program for the above picture. Latest tie-up covers the Monday through Friday broadcasts of the *Theatre*, Aug. 30 to Sept. 10, with the presentation of a radio serial version of "Hold Back the Dawn". Three other serializations, each broadcast for a five-day period, have been aired on the P & G show, under a similar arrangement. Blackett - Sample - Hummert, Chicago, handles Dreft, product advertised on the *Theatre*. Agency for Paramount Pictures is Buchanan & Co., New York.

KFJI Transfer Asked

KFJI BROADCASTERS Inc., Klamath Falls, Ore., operator of KFJI, has applied to the FCC for involuntary transfer of control of the licensee corporation from the late John A. Kincaid to George Kincaid, his son and Executor of his will. George Kincaid, who would receive the 62% of the stock owned by his father in the licensee corporation under his father's will, has been general manager of KFJI for a number of years.

MARTIN AGRONSKY, BLUE newscaster, is the author of an article in the October issue of *American Magazine*. Article bears the title "How We Will Beat Japan."

C-P-P Research

COLGATE - PALMOLIVE - PEET Co., Jersey City, last week announced formation of a market research department, comprising two sections—advertising and product research, and sales research. Heading the latter division is Dr. Harry Dean Wolfe, until recently with the War Production Board, where he worked on the Inventory Limitation Control Order. Dr. Wolfe was previously professor at Kent State U, and before that with S. Kann Sons Co., Washington. Fremont J. Knittle, who has been with Colgate-Palmolive-Peet since 1939, has been named head of the sales research unit.

Kyser Bond Tour

KAY KYSER and the troupe in his NBC *College of Musical Knowledge* program left Los Angeles Sept. 5 for a cross-country War Bond tour tying in with the Third War Bond Drive. The "Hollywood Bond Cavalcade", as the tour has been named, will present a 2½-hour show in each of 16 cities, starting with Washington, Sept. 8 and concluding in Los Angeles Sept. 24. Regular Wednesday night broadcasts will originate in Washington, Cincinnati and Salt Lake City, while en route. Film stars, including Fred Astaire, Olivia De Havilland and Dick Powell, have joined the troupe. The radio program is sponsored by American Tobacco Co., New York.

W-E Spots for Women

WESTERN ELECTRIC Co., Chicago, on Aug. 26 started a quarter-hour five-weekly evening musical-monologue program on WIND Gary, featuring Hal Culver as pianist and vocalist. The show is slanted to women, and commercials stress need of women in war work. Program, titled *Victory Notes & Musical Notes* from Western Electric, is produced by Neblett Radio Productions, Chicago. Contract for 13 weeks was placed direct. This is in addition to the current schedule of eight spot announcements daily on WHFC Chicago, which has been in effect for two weeks.

With UP 30 Years

THOMAS W. INGOLDSBY has retired as Nebraska manager of the United Press after 30 years of service and has joined station WOW Omaha as city editor of the news department. Mr. Ingoldsby joined UP in Omaha as telegraph operator-reporter in 1913. He was appointed bureau manager in 1928. Gaylord Godwin, Wisconsin manager, will succeed him as manager at Omaha.

Newscast Renewed

LUMBERMEN'S MUTUAL Casualty Co., Chicago, on Aug. 29 renewed Upton Close, news analyst and authority on Far East, for another year on MBS, increasing the stations from 56 to 101. The newscast, heard Sundays at 6:30-6:45 p.m., originates out of KHJ Hollywood, with commercials originating out of WGN Chicago. WGN rebroadcast is at 8:30-8:45 p.m. (CWT). Agency is Leo Burnett Co., Chicago.

Hardly plausible! Yet, in measuring response to war loan drives from July 1942 to July 1943 WHOM outsold every other station in the country, and half as much as the entire state of California. Figures just released prove the powerful selling ability of radio. 455 stations sold $80,243,968.00 worth of bonds and stamps. In the New York area alone, 20 stations totaled $15,536,256.86.

WHOM with 1000 watts turned in the amazing total of $2,359,325,00. More than 15,000 separate transactions were handled, with men and women traveling 25 miles or more to buy bonds from WHOM.

That's response! That's loyalty!

We're preparing to boost our bond sales even further. On September 9th the 3rd War Loan Drive gets under way. We'll "BACK THE ATTACK" to bring our boys back.

★ ★ ★

International Music Hall

This program heard twice daily is beamed to America's greatest audience, the vast New York, upper New Jersey market. Let us tell you the complete story of this program and WHOM . . . the sales-wonder station.

1480 Kilocycles — Full Time Operation

WHOM

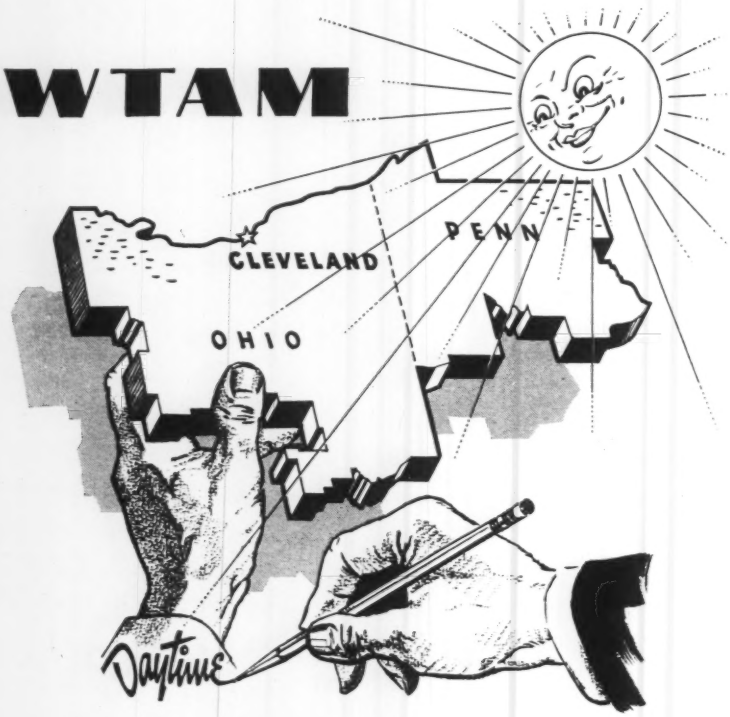
FOR BETTER THAN AVERAGE RESULTS

Joseph Lang, Gen. Mgr.

New York Studios: 29 West 57th Street, New York City

WHAT THE RADIO TIME BUYER WANTS TO KNOW ABOUT

WTAM



COVERAGE

1,253,600 families in WTAM'S Primary Area listen MOST to WTAM. For example:

% of Radio Families Who Listen MOST in DAYTIME to:

	WTAM	STATION B	STATION C
CLEVELAND	34%	13%	12%
AKRON	32%	21%	16%
CANTON	47%	4%	7%
LORAIN	56%	17%	7%
MASSILLON	47%	9%	4%
WARREN (Ohio)	53%	5%	1%
YOUNGSTOWN	31%	14%	29%

Yet WTAM costs only $.000073 per Family

*NBC 1942 Nationwide Survey

WTAM

CLEVELAND

NBC Network 50,000 Watts • Owned and Operated by NBC

REPRESENTED NATIONALLY BY NBC SPOT SALES OFFICES

Miles Answers FTC Complaint

Firm Charges FTC Assumed Food, Drug Jurisdiction

SIXTH ACT in the interchange between Miles Labs. Inc., Elkhart, Ind., and the Federal Trade Commission came last week with an answer by Miles to an FTC complaint against advertisements for Dr. Miles Liquid Nervine, Dr. Miles Nervine Tablets and Dr. Miles Anti-Pain Pills. Originally the FTC had mailed the company an agreement stipulating certain modifications in either the labels or the advertising for each of the three products.

Miles replied by charging the FTC with assuming jurisdiction belonging to the Federal Food and Drug Administration and appealed to the U. S. District Court for the District of Columbia for a declaratory judgment to restrain the alleged "impending action" against it by the Commission [BROADCASTING, Feb. 15]. Following this action in December 1942, the Court in March 1943 sustained an FTC motion to dismiss the Miles suit, holding that the Court had no power to define the jurisdiction of the FTC.

Sweeping Denial

Replying to the complaint issued by the FTC last July, the company admits circulating the advertisements quoted in the complaint, but makes a sweeping denial that they are false, misleading or deceptive within the meaning of the Federal Trade Commission Act.

Specifically, the answer asserts that both products named are effective for the relief of the symptoms for which they are recommended in advertisements and that instructions for use according to directions on the packages are included in advertisements, but not quoted in the complaint, and that the preparations are safe under the conditions prescribed.

Status of Warnings

Web Woodhill, chief trial examiner for the Commission had written Miles in November 1942 concerning Dr. Miles Anti-pain Pills and the two Nervine remedies, "You have failed adequately to reveal the potential danger to health that may result from improper or continued use of such drugs".

Respecting the allegation that advertisements do not contain warnings against use of the preparations in greater amount or with greater frequency than recommended, the answer insists that the Commission has no authority to require advertisements to contain such warnings, but that despite the absence of legal requirements its advertisements subsequent to September 1939 contain references to directions on the labels of the packages. These directions contain the warning required by the Federal Food, Drug and Cosmetic Act, says the answer [BROADCASTING, Dec. 21, 1942].

The company also repeats its earlier charge that the FTC is without jurisdiction in the case. Ultimate recourse, as pointed out by the Judge of the U. S. District Court of the District of Columbia in dismissing Miles' previous suit, would lie in an appeal to the Circuit Court on that question, should the FTC after scheduled hearings issue an order restraining the company from advertising practices cited in the complaint.

Studio Notes

COOPERATING with OWI and the *Seattle Post Intelligencer*, KOMO Seattle is preparing disks in Italian for shortwave transmission to Italy. During the past six weeks KOMO has transcribed 18 programs, most of them talks by American citizens of Italian birth, interpreting the attitude of the United Nations toward Italy. The *Post Intelligencer* has carried pictures and stories of these Italians in conjunction with the broadcasts.

ADVENTURE TALES of yesterday told by a motley crew that gathers at an imaginary house on Russian Hill, San Francisco, comprise the weekly dramatized sustaining feature, *Adventure House*, on NBC Pacific stations.

PRESIDENT of WCSC Charleston and member of CBS national advisory committee, John M. Rivers presented a cup on Labor Day to workers at Charleston Navy Yard who had contributed most to the war effort this year. Cup was awarded by WCSC for least absenteeism, most war bonds sold and general cooperation on the production front. Judges were Navy officials.

CKAC Montreal is now taking the full wire press news service.

DRAMATIC SHOW, *University Time*, heard weekly over WWL New Orleans, Fridays, 9:30 p.m., has returned to the air after summer vacation. Dr. Alfred J. Bonomo of Loyola U. is narrator and director of series, designed as both entertainment and educational feature. Title of first show is *American Seacraft*.

OFFICES of WHOP Hopkinsville, Ky. have moved from Hopkinsville to their transmitter and studios, located two miles from town.

JIM BEGLEY, KYW program manager, cast a telephone operator—of all people—as a telephone operator, in making a series of transcriptions for the Bell Telephone Company. Begley wanted authenticity in the operator role, so he used Marion Smith, KYW switchboard mistress, in the part.

NOW in its second year is *Listen, It's Fort Benning*, remote carried over WRBL Columbus, Ga., from Fort Benning, Ga. The 25 minute program originates from the different service clubs at the post and is aired each Monday evening at 7:30. Other remotes from the post now in their second year are two 15 minute shows, *Fort Benning on the Air* and *Quartermaster Quarter-hour*.

AS PART OF A nationwide talent search, the Canadian Broadcasting Corp. during the later half of September will hold auditions in ten western Canadian cities to help fill the gaps caused by departure of many artists and musicians for war service.

Relay Stations Are Included By FCC In New Plan for Use of Idle Equipment

ON THE HEELS of an August 11 action relaxing its "freeze order" to permit licensing of new 100-250 watt stations under certain prescribed conditions [BROADCASTING, Aug. 16], the FCC on Aug. 28 announced a supplemental policy under which idle equipment could be used to construct new relay broadcast stations, increase power or make certain other changes.

The decision affecting relay stations was based on a further report of the FCC Committee on Critical Radio Materials. In connection with the previous action, the WPB indicated that building construction requiring clearance might be obtained only when WPB is satisfied that "direct contribution toward winning the war is directly indicated".

Following is the full text of the FCC's public notice:

Upon consideration of a further report of its Committee on Critical Radio Materials, the Commission announced that under certain enumerated conditions it would be in the public interest to authorize judicious use of idle equipment to increase the power of relay broadcast stations when existing power is insufficient, to make other changes in relay equipment to render improved service, and to construct new relay broadcast stations for the following purposes:

(a) To be used as an emergency program link between the studio and the main transmitter in case of failure of the normal wire lines.

(b) To facilitate the transmission of programs in connection with the war effort, particularly from camps and other places where adequate telephone line facilities are not available or where the cost is prohibitive.

(c) To facilitate the broadcast of programs from remote points where the shortage of lines has made it impossible or extremely difficult to obtain these facilities.

Applications for authorizations to change facilities or to construct new relay broadcast stations for the purposes set forth herein may be granted upon a satisfactory showing that:

(1) All required materials may be obtained without priority assistance for either construction or maintenance;

(2) Such applications involve no inconsistencies with the Commission's Rules and Regulations;

(3) Such applications tend toward a fair, efficient, and equitable distribution of radio service, are consistent with sound allocation principles, and offer substantial improvement in relay broadcast service; and

(4) Such applications are otherwise in the public interest.

Applications to change facilities or to construct new relay broadcast stations, which have been dismissed without prejudice pursuant to the policy announced in Memorandum Opinion of April 27, 1942, may be reinstated for consideration in the light of the new circumstances upon the filing of petitions within thirty (30) days of this date showing (1) that such applications are in conformity with the foregoing conditions; and (2) any and all changes with respect to facts and circumstances given in original applications.

Army Show Changes

CHANGING name, time and policy, the Army Service Forces' BLUE program *Enough and On Time* is now known as *The Army Service Forces Present*. Time shifts from 7:30 p.m. (EWT), to 10:15 p.m. (EWT). Each half-hour weekly program now dramaties authentic reports from combat zones, highlighting exploits of individuals who portray tasks, excitment and importance of service in one of the 17 branches of the Army Service Forces. Series is under direction of J. R. Warwick, Technical Information Division of ASF; and produced by Capt. Edward Byron of the War Dept.; with music directed by Capt. Harry Salter of Special Services Division. Lt. Col. William Slater is narrator.

MBS Assignments

SEYMOUR KORMAN, MBS correspondent in North Africa, on Aug. 27 replaced Jack Thompson in covering the news from Algiers on Mutual's daily *Overseas News Roundup* program. Arthur Mann and John Steele continue from London for Mutual, Stanley Quinn from Australia, Leslie Nichols from Cairo, while Sam Brewer and Jack Thompson are now on roving assignments.

Quick Concertmaster

ROBERT QUICK, for five years assistant concertmaster of the Chicago Symphony orchestra, has been appointed concertmaster of the WGN Symphony, replacing Michael Wilkomirski who is retiring. Mr. Quick has been with the Chicago Symphony for 10 years, and previously was concertmaster of Seattle and Kansas City Symphonies.

Treasury Accepts Plan

IDEA of John E. Reynolds, former manager of WJRD Tuscaloosa, Ala., now in the Marine Corps, for an "Armed Forces Week" promotion plan to be used during the Third War Loan Drive to start Sept 9, has been approved by Vincent Callahan, director of Radio, Press and Advertising, War Finance Division, Treasury Dept. Campaign idea is being released to stations in the Radio News issued by the Treasury. Scheme suggests using each day of the particular week for a specific branch of the service and local programs and promotion arranged around this.

NBC Project Denied

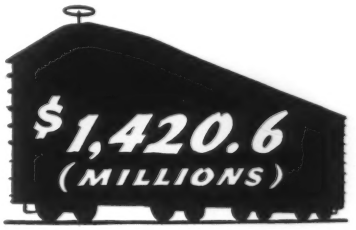
AN APPLICATION by NBC for permission to install recording and record making equipment costing $14,225 in its Hollywood studios has been refused by the War Production Board. Grounds for disapproval were that the installation was not necessary to the war effort. Recommendation was made by WPB's New Industrial Facilities Committee, which passes upon such applications for materials and equipment.

Gunther Pickups

JOHN GUNTHER, BLUE commentator who covered the allied invasion of Sicily as a special correspondent representing the combined American press, made a special report from Cairo on the Sept. 3 broadcast of the General Mills news program on the BLUE. Since his departure he has been heard from Istanbul and Algiers on the same program, of which he was formerly the feature commentator. John Vandercook substitutes for him until his return.

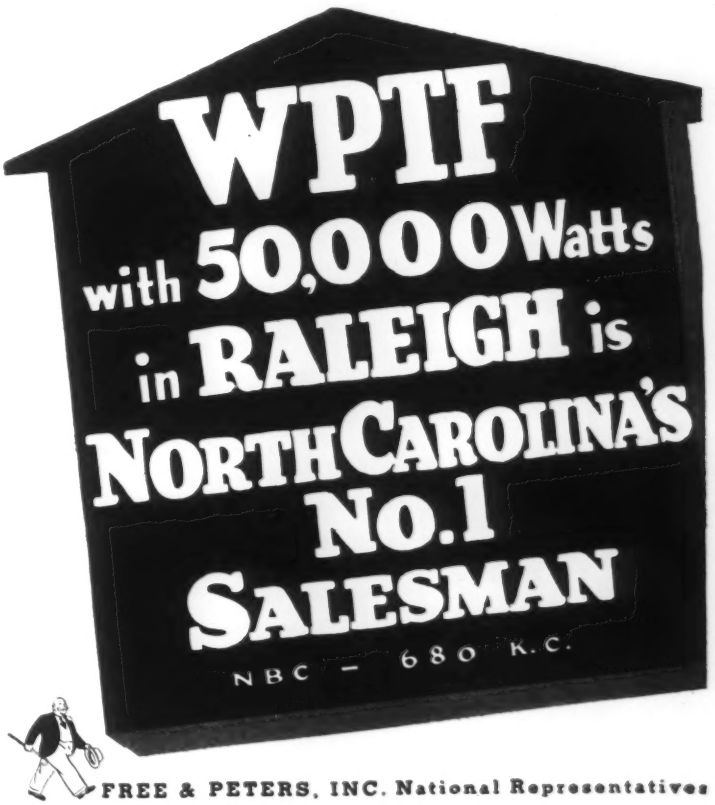
VALUE of MANUFACTURED PRODUCTS

NORTH CAROLINA

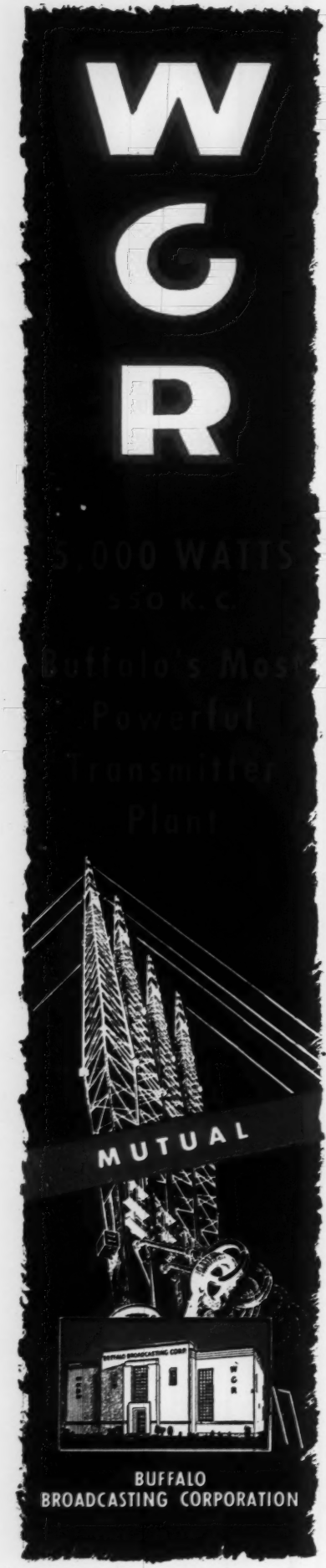


AVERAGE OF NINE OTHER SOUTHERN STATES

Source: — Census of Manufactures, 1939



FREE & PETERS, INC. National Representatives



Radio Advertisers

SCHUTTER CANDY Co., Chicago (Old Nick and Bit-O-Honey), sponsors of *Curt Massey & Co.*, weekly quarter-hour variety show, Saturdays, 5:45 p.m., has added 21 NBC stations to its list for a total of 39 additional NBC stations are: WBAL KYW WGY WRC WDEL WDAF WAVE KSD KFYR WDAY WEBC WBOW WKY KANS KWBW KOA KARK WFBG - WJAC WMRF KGBX KVOO. Agency is Schwimmer & Scott, Chicago.

WAIT-CAHILL Co., Decatur, Ill. (Green Mountain Cough Syrup), will start in October a varying schedule of 10- and 15-minute local programs on WLS WHO WIBW KWTO WOC WDZ WSVA. Agency handling the account is Wade Adv. Agency, Chicago.

CHICAGO RESTAURANT ASSN., Chicago (institutional and help wanted), is sponsoring since Aug. 30, one to five spot announcements daily for nine weeks on WMAQ WGN WENR WGES. Agency is McCann-Erickson, Chicago.

QUAKER OATS Co., Ken-L-Products Division, Rockford, Ill. (Ken-L-Ration dog biscuit), for eight weeks beginning Sept. 7, will sponsor 30 one minute spot announcements weekly on following stations: WOR WEAF WJZ WHN WABC WMAC WMAQ WIND WJJD WGN WCFL WENR WBZ WEEI WNAC KHJ KFI KNX KECA KMPC KYW WFIL WCAO WCAE WJAS KQV KDKA. Agency is Ruthrauff & Ryan, Chicago.

W. A. SHEAFFER PEN Co., Ft. Madison, Ia. (fountain pens and pencils), has renewed sponsorship on 126 NBC stations of *World News Parade*, heard Sundays, 2:15-2:30 p.m., effectitve Sept. 19. Agency is Russel M. Seeds, Chicago.

KELITE PRODUCTS Inc., Los Angeles (Kenu cleanser), on Sept. 3 started sponsoring a weekly quarter-hour recorded musical program *Heart Strings* on KWKW Pasadena, Cal. Contract is for 52 weeks. Firm also sponsors weekly quarter-hour dramatic program, *Agent V*, on 8 CBS California and Arizona stations, Sun., 7:45-8 p.m. (PWT). Agency is Little & Co., Los Angeles.

LIVE FOOD PRODUCTS Co., Burbank, Cal. (health foods), new to radio, in a test campaign on Sept. 7 starts using six time signal announcements daily on KIEV Glendale, Cal. Test is preparatory to a national spot campaign for Bevron's Soup Tablets, Bragg's Meal and Bragg's California Mint Tea. Little & Co., Los Angeles, has the account.

PACIFIC GAS & ELECTRIC Co., San Francisco (institutional), on Sept. 1 started for its fifth consecutive year sponsoring the nightly 60-minute recorded symphonic series, *Evening Concert*, on KYA. Agency is McCann-Erickson Inc., San Francisco.

MIM'S DOG FOOD Co., Los Angeles, new to radio, to promote its fresh dog food on Sept. 6 starts sponsoring locally the five-weekly quarter-hour BLUE program, *Baukhage Talking*, on KECA. Contract is for 52 weeks. Agency is Milton Weinberg Adv. Co., Los Angeles.

F. W. FITCH., Des Moines, announces that its new *Bandwagon* series on BLUE, beginning Sept. 8, will feature a top songwriter each week, his songs played by Freddy Martin's orchestra. Tom Reddy will m.c. the show, heard Wednesdays 9-9:30 p.m. on 142 BLUE stations. Agency is L. W. Ramsey Co., Davenport, Ia.

Coleman Handles Fair

APPOINTMENT of Maurice C. Coleman & Associates, Atlanta advertising agency, to handle The Southeastern Fair Assn. account was announced last week by Mike Benton, Fair president. Contracts are being placed by the agency for the 1943 Southeastern World's Fair covering radio, newspaper, outdoor and other media. A heavy schedule of spot announcements will be used three weeks prior to the opening of the Fair on Sept. 23, according to Mr. Coleman, former commercial manager of WAGA.

Agency Offers Product

PETTINGELL & FENTON, New York advertising agency specializing in dry goods accounts, will introduce shortly a new product for rejuvenating old clothes. Agency has established the household Chemist Co., to produce and distribute the item which has been named Shyn-O-Way. Advertising plans are being formulated.

STARTING their ninth consecutive year on KFRC San Francisco, Marin Dairymen's Milk Co., San Francisco, have renewed for another 52 weeks the one hour weekly show *Budda's Amateurs*, thru R. W. Byrne Adv. Agency, San Francisco.

LONG ISLAND EMPLOYMENT Agency, New York, is testing on WHN New York to determine whether radio can be adapted to employment advertising. Firm has signed a 13-week contract for participations in the *Music Shop* program. Agency is John A. Finneran Inc., New York.

MILES LABS., Elkhart, Ind. (Alka-Seltzer), celebrates 10 years' sponsorship of the *National Barn Dance* on Oct. 2, the date of renewing its 52 week contract for the program heard on 70 NBC stations, 9:00-9:30 p.m. Agency is Wade Adv. Co., Chicago.

PEPSODENT Co., Chicago (dentifrices), sponsors of the *Bob Hope* program, Tuesdays, 10:00-10:30 p.m., have placed a renewal contract for 52 weeks to air the show on 133 NBC stations, an increase of six stations over the number used last year. The NBC stations to carry the program for the first time are: WGBF WBOW WSAM WENY WEAU KMED. Hope will return to the network from England Sept. 21, the date of renewal. Agency is Foote, Cone & Belding, Chicago.

G. TAMBLYN Ltd., Toronto (chain drug stores), on Sept. 7 starts morning talks to women with Kate Aitken five weekly on CFRB Toronto. Account was placed direct.

BOEING AIRCRAFT Corp., maker of the Flying Fortress, now sponsors *Boeing Hour*, which originates from KOMO Seattle 9:30-10:00 p.m. Tuesdays, featuring Bob Harvey and orchestra plus Edwin Adams, m.c. Narrated portion of program dramatizes the story of a Boeing worker, why he came there, what he does. Show is part of corporation's campaign for more workers.

42 PRODUCTS Inc., Los Angeles (hair oil, shampoo), in a two-month campaign starting Sept. 15 will use about 40 transcribed announcements weekly on five San Francisco area stations, KFRC KPO KGO KQW KJBS. A similar schedule will be maintained on Los Angeles stations starting on that date with list including KFI KNX KHJ KECA. Agency is Hillman-Shane-Breyer, Los Angeles.

MARIAN YOUNG, known as Martha Deane on WOR, New York, receives congratulations on the occasion of her second anniversary on the station, from R. C. Maddux (left), vice-president in charge of sales, and T. C. Streibert, vice-president and general manager.

KURTZ BROS., Bridgeport, Pa., manufacturers of spaghetti products, has scheduled a test campaign on WIP Philadelphia to start Sept. 6. This is first use of radio by the sponsor, and if test is successful, Kurtz will expand use of radio to other markets in the East. In the interests of Kurtz Complete Spaghetti Dinner, new product, sponsor will launch *Guess the Tune* on Monday thru Friday from 12:45 to 1 p.m. Placed thru Harry Feigenbaum Agency, Philadelphia.

A NEW Joey Brewster will be introduced on Sept. 10, the second anniversary of *That Brewster Boy*, sponsored by Quaker Oats Co., Chicago. Fridays at 9:30-10 p.m. on 117 CBS stations, originating out of WBBM Chicago. Dick York, 14, will be introduced in the lead role, replacing Arnold Stang, who succeeded Eddie Firestone, now in the Marines, creator of the part.

WORTH'S DEPARTMENT STORE Hartford, Conn., is sponsoring a new series of 15 minute programs over WDRC Hartford Monday-Wednesday-Friday. Series began Aug. 30 and features Patti Chapin, vocalist, Account was placed by Julian Gross Adv. Agency, Hartford.

DR. D. JAYNE & SON, Inc., Philadelphia, will start campaigns on Sept. 6 on WIP and WFIL Philadelphia in the interests of Dr. Jayne's Cough Remedy. On WIP company is taking over sponsorship of Stoney McLinn's *Sport Shots*, Monday thru Saturday, 6:30 to 6:40 p.m. Spot announcement campaign has been scheduled for WFIL, using 15 announcements weekly for 52 weeks. Placed thru J. M. Korn Agency, Philadelphia.

WDRC
CONNECTICUT'S PIONEER BROADCASTER
CONNECT IN CONNECTICUT
Use WDRC to sell the Hartford Trading Area—Connecticut's Major Market—with an Effective Buying Income of $5028.60 per family! Write Wm. Malo, Commercial Manager, for full details. Basic CBS for Connecticut.
CBS

IX PROFESSIONAL BLDG., San Antonio (medical center), in a campaign to promote closer cooperation between the public and family doctor, on Aug. 8 started sponsoring the weekly quarter-hour transcribed serial, *Doctors Courageous*, on KABC. Contract is for 52 weeks, with placement direct. Series is produced by Grace Gibson Radio Productions, Hollywood.

T-TAY PRODUCTS, Los Angeles (Raindrops, a detergent), expanding for fall campaign, on Aug. 31 started for 13 weeks, using daily spot announcements on KVOA Tucson. Similar schedule is maintained on KFRE Fresno, KVRS Rock Springs, Wyo., with three spots per week on KUTA Salt Lake City. Firm in addition utilizes daily participation in *Business Varieties* on KTAR Phoenix and weekly in *Bess Byes* on KFRC San Francisco, as well as *Homemakers Club* on KHJ Hollywood. Glasser-Gailey & Co., Los Angeles, has the account.

KELLEY-ROSE Prescriptions Pharmacy Inc., Seattle, has purchased the program *Doctors Courageous*, now heard over KJR Seattle on Sunday evening at 9:45. Series dramatizes the lives of famous doctors, past and present. Kelley-Rose are strictly prescription pharmacists.

SPELL BAKING Co. of Vincennes, Ind. sponsors *Old Fashioned Melodies* on WAOV Vincennes five times weekly, 6:15 p.m., 26 weeks. Program features traditional and light opera music.

CONSOLIDATED Merchants, Los Angeles cooperative organization maintained by merchants and defense industry plants, through Charles N. Wahl Adv., Hollywood, has started for 52 weeks, sponsoring a five-weekly quarter-hour evening program, *Help Wanted*, on KMPC Beverly Hills, Cal.

AMERICAN AUTOMOBILE INSURANCE Co., St. Louis and Cincinnati, begins a series of five minute dramatizations over WSAI Cincinnati to educate auto owners in the value of auto insurance. Contract is for six broadcasts weekly, 52 weeks, placed through Oakleigh R. French & Assoc., St. Louis.

Roy M. Davis

ROY M. DAVIS, 61, assistant treasurer of General Foods Corp., New York, died Aug. 31 of a heart attack at his home in White Plains, N. Y. Joining in 1907 the Postum Cereal Co., Battle Creek, Mich., which later merged with G-F, Mr. Davis was in charge of financial operations for G-F frozen foods, and was treasurer of three G-F subsidiaries. His wife and a brother survive.

AP

WEEI, Boston

. . . Think AP news for radio is hitting the nail right on the head.

Lew Sargent, News Editor.

available through PRESS ASSOCIATION, INC.
50 Rockefeller Plaza
New York, N.Y.

WNAX TOWER TO HONOR FARMERS

Government Officials and Entertainment Stars To Join Dedication Ceremonies

HONORING the typical Midwest farmer, and through him all the nation's farmers, the 927-foot tower of WNAX Yankton-Sioux City will be dedicated on Sept. 4 to the representative chosen by a committee of agricultural leaders selected by Gardner Cowles Jr., president of the Cowles Stations, of which WNAX is a member, and Senator Chan Gurney of South Dakota.

Famous personalities from Government and the entertainment world will broadcast throughout the day from the WNAX studios in special programs arranged by Phil Hoffman, general manager, and Jack Paige, promotion manager.

Typical Farmer

Bob Hawk, quiz master of *Thanks to the Yanks*, will fly to Yankton with his manager, Julius Witmark, immediately following his Friday night appearance on *Thanks*, to head entertainment features, scheduled throughout the broadcast day, with Virginia Payne, Ma Perkins of the serial of that name.

Charley Worcester and the *Columbia Country Journal* will originate from WNAX at 9:30 a.m. with M. Clifford Townsend of the War Food Administration, Senator Gurney and farmers of the area participating. At 1:30 CBS will originate *Spirit of '43*, followed by appearances of Govs. M. Q. Sharpe of South Dakota and John Moses of North Dakota, Senator Shipstead of Minnesota and members of the Maritime Commission.

The man designated as "Typical Midwest Farmer" will be sent with his wife by WNAX to Portland, Ore. about Sept. 10, where the Maritime Commission has arranged for them to sponsor the launching of a Liberty ship named "Midwest Farmer". WNAX plans to send a newsman and transcription equipment with the ship on its maiden voyage to bring listeners details of Merchant Marine activity.

Mr. Cowles will announce during the day the creation of five scholarships to the agricultural colleges of Iowa, Nebraska, Minnesota, North and South Dakota, to be awarded to a farm boy or girl from each state on the basis of his contribution to the war effort.

A highlight of the daytime celebration will be the scaling of the 927-foot tower by a "human fly" to release balloons carrying orders for $100 and $25 War Bonds. The evening show will be headed by Senator Guy Gillette of Iowa and Mr. Townsend in the tower dedication ceremonies. Bob Hawk, in addition to presenting gifts to the "typical farmer", will present a version of his famous *Thanks to the Yanks*. One of the gifts is a certificate from the Allis-Chalmers Co. for the first available Allis-Chalmers tractor.

Yankton is preparing to play host to thirty or forty thousand expected visitors from the five-state area.

Johnson Named

J. SIDNEY JOHNSON, manager of the merchandising division of National Biscuit Co. general sales department, has been appointed to handle trade relations for the Food Fights for Freedom campaign being conducted by the War Food Administration in cooperation with the War Advertising Council. He will work with Vernon D. Beatty, director of advertising of the WFA. The campaign, to which leading food industry sponsors are contributing heavily in radio time and publication space, invites public cooperation in producing, conserving, sharing and playing fair with food, which is publicized as America's No. 1 war weapon. Mr. Johnson, formerly with the I.G.A. chain of 5,000 independent grocery stores, is one of the food trade's best-known figures.

CJRL Increases

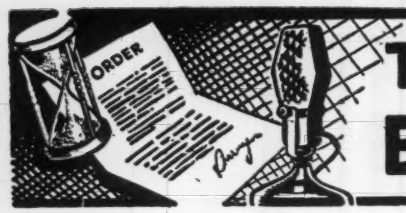
CJRL are the new call letters of CKCA, Kenora, marking a change in ownership and operation of the station by Inland Broadcasting Service, Winnipeg, which also operates CJGX, Yorkton, Sask. CJRL increased power to 1,000 w from 100 w on Sept. 1, and changed its frequency from 1450 to 1220 kc. The new transmitter is Northern Electric equipment. The station increased its rates on Sept. 1. Les Garside, Inland Broadcasting Service, Winnipeg, is in charge of operations, Gerald F. Bourke remains as manager, and Howard Clark, formerly commercial manager of CKX, Brandon, Man., is commercial manager.

Newspaper Fete

TO ACQUAINT the gardening public with details of its Victory Garden Harvest Festival scheduled for Sept. 9-11 at Soldier Field, the *Chicago Sun* is placing spot announcements on six local stations, in addition to extensive newspaper publicity and advertising. Three announcements daily Sept. 5-10 have been placed on WBEM, WMAQ, WCFL, WJJD, WENR, Chicago, and WIND, Gary. Account is handled by Leo Burnett Co., Chicago.

Aid Food Compaign

THE CLUB contact department of the Advertising Federation of America during the next three months is holding a series of meetings in 26 cities in cooperation with the War Food Administration. Various collaborators with the WFA on the current food educational program (Food Fights For Freedom) are slated to address the meetings, in addition to Vernon D. Beatty, WFA advertising director, and advertising manager of Swift & Co., Chicago.



THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
ne—news programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WHO Des Moines

Vick Chemical Co., New York, 3 *sp* weekly, thru Morse International, N. Y.
Quaker Oats Co., Chicago (Ful-O-Pep feeds), 1 *t* weekly, thru Sherman & Marquette, Chicago.
Peter Paul Inc., Naugatuck, Conn. (Mounds, Walnettos, Ten Crown gum), 3 *ne* weekly, thru Platte-Forbes, N. Y.
Paul F. Beich Co., Bloomington, Ill. (Whiz candy bar) 2 *ta* weekly, thru Arthur Meyerhoff & Co., Chicago.
Beech-Nut Packing Co, Canajoharie, New York (Beech-Nut gum) 1 *ta* weekly, thru Newell-Emmett Co., N. Y.
Willard Tablet Co., Chicago (stomach tablets), 6 *sp* weekly, thru First United Broadcasters, Chicago.
Gamble Stores, Minneapolis, 8 *sa* weekly, thru BBDO, N. Y.
Morton Salt Co., Chicago, (table salt), 10 *ta* weekly, thru J. Walter Thompson Co., Chicago.
Chicago Gospel Tabernacle, Chicago (religious), 6 *t* weekly, direct.

WEAF New York

Van Camp Milk Co., New York (evaporated milk), *sa*, 52 weeks, thru William Douglas McAdams, N. Y.
Manhattan Soap Co., New York (Sweetheart soap), 130 *sa*, 52 weeks, thru Franklin Bruck Adv. Co., N. Y.
Maltex Co., Burlington, Vt. (cereals), weekly *sp*, 26 weeks, thru Samuel C. Croot Co., N. Y.

WOR New York

Howard Clothes Inc., New York (men's clothes), weekly *t*, 13 wks, thru Redfie'd-Johnston, N. Y.
Planned Foods Inc., New York (Rose Mill Pate Gras, Extendo), 5 *sa* weekly, 13 wks, thru Blaker Adv., N. Y.

WLIB Brooklyn

Borden's Milk Co., New York (dairy products), 5 *sp* weekly, 13 weeks, thru Young & Rubicam, N. Y.

KMJ Fresno, Cal.

American Chicle Co., Long Island City, N. Y. (chewing gum), 7 *sa* weekly, 52 weeks, thru Grant Adv., N. Y.
Mentholatum Co., Wilmington, Del., 5 *sa* weekly, 52 weeks, thru J Walter Thompson Co., N. Y.
Luden's, Reading, Pa. (cough drops), 3 *sa* weekly, 52 weeks, thru J. M. Mathes, N. Y.
Bank of America, San Francisco (check-service), 2 *sa* weekly, 52 weeks, thru Chas. Stuart Adv., San Francisco.
Colgate-Palmolive-Peet Co., Jersey City, (soap), 8 *sa* weekly, 13 weeks, thru Leon Livingston Adv., San Francisco.
Carter Products, New York, 10 *sa* weekly, 52 weeks, thru Ted Bates Inc., N. Y.
Standard Brands, New York (Stams), 8 *sa* weekly, 26 weeks, thru Ted Bates Inc., N. Y.
McKesson & Robbins, Bridgeport, Conn. (Bax vitamins), 10 *sa* weekly, 10 weeks, thru Ivey & Ellington, N. Y.
Pierce's Proprietaries, Buffalo, 12 *sa* weekly, 13 weeks, thru Duane Jones Co., N. Y.
Dr. Hess & Clark, Ashland, O. (poultry remedies), 5 *sp* weekly, 26 weeks, thru N. W. Ayer & Son, N. Y.
Sunway Fruit Products Co., Chicago (vitamins), 6 *sp* weekly, 13 weeks, thru Sorensen & Co, Chicago.
Mutual Citrus Products Co., Anaheim, Cal. (MCP Pectin), 2 *sp* weekly, 13 weeks, thru Chas. H. Mayne Co., San Francisco.
Swift & Co, Chicago (Jewel shortening), 5 *sp* weekly, 52 weeks, thru J. Walter Thompson Co., Chicago.
Rev. Chas. E. Lukens Jr. San Francisco (religious), weekly *sp*, 52 weeks, thru Garfield & Guild Adv., San Francisco.

KFWB Hollywood

Carter Products, New York, 10 *ta* weekly, 17 weeks, thru Ted Bates Inc., N. Y.
Radio Corp. of America, Camden, N. J. (institutional), 25 *ta* weekly, 14 weeks, thru Ruthrauff & Ryan, N. Y.
Ever Dry Corp., Los Angeles (deodorant), 21 *sp* weekly, 7 weeks, thru Glasser-Gailey & Co., Los Angeles.

WOV New York

Barney's Clothes, New York (men's clothes), 3 *ne* weekly, 13 weeks, and 3120 *ta*, thru Emil Mogul Co., N. Y.

KOY Phoenix, Ariz.

Manhattan Soap Co., Los Angeles (Sweetheart soap), 3 *ne* weekly, 52 wks, thru Franklin Bruck Adv., N. Y.

WJHO Opelika, Ala.

R. J. Reynolds Tobacco Co, Winston-Salem, N. C. (Brown's Mule), 6 *ta* weekly, 52 weeks, thru J. Carson Brantley, Salisbury, N. C.
B. C. Remedy Co., Durham, N. C. (BC), 2 *ta* daily, 52 weeks, thru Harvey-Messengale Co., Durham, N. C.
Royal Crown Bottling Co., Opelika, Ala. (Royal Crown beverage), 624 *ta*, 52 weeks, 5 *sp* weekly, 26 weeks, direct.
Indiana Flour Co., Evansville, Ind. (Tenderflake flour), 250 *sa*, 13 weeks, direct.
Pepsi-Cola Bottling Co., Opelika, Ala. (beverage), 390 *ta*, 26 weeks, thru Newell-Emmett Co., New York.
Alabama Gas Co., Birmingham (gas service), 240 *sa*, 52 weeks, thru Sparrow Adv. Agency, Birmingham.
Dr. Pepper Co., Montgomery, Ala. (beverage), 3 *t* weekly, thru Tracy-Locke-Dawson, Dallas.
7 Up Bottling Co., Montgomery, Ala. (beverage), 14 *ta* weekly, direct.
Stanback Co., Salisbury, N. C. (Stanback), 7 *ta* weekly, 52 weeks, direct.

KERN Bakersfield, Cal.

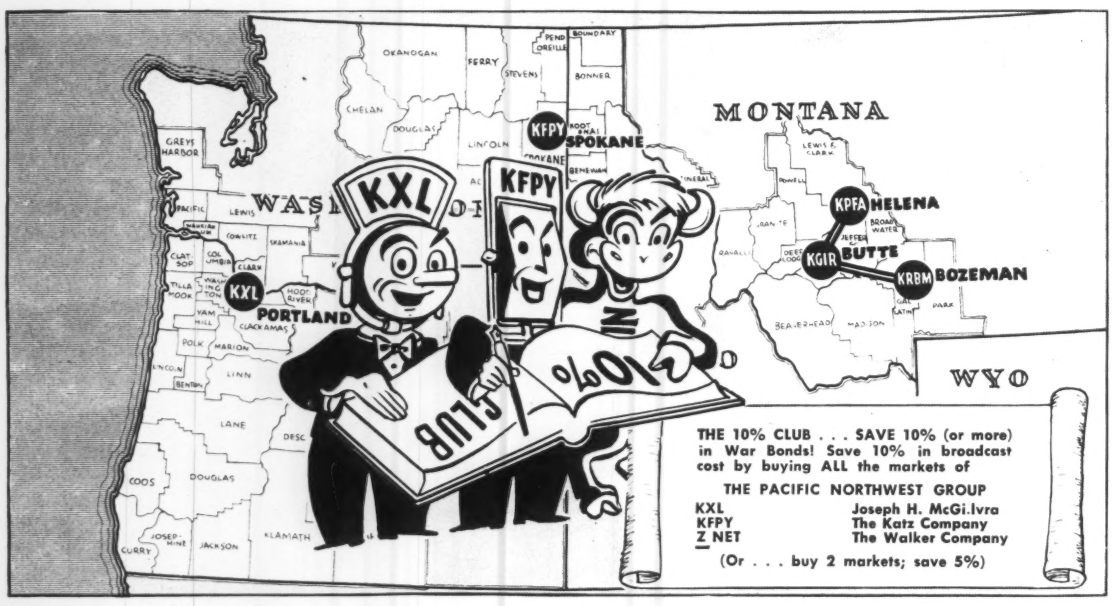
Pepsi-Cola Co., Long Island City, N. Y., (beverage), 21 *ta* weekly, 26 weeks, thru Newell-Emmett Co., N. Y.
Colgate-Palmolive-Peet Co., Jersey City (soap), 7 *ta* weekly, 13 weeks, thru Leon Livingston Adv., San Francisco.
Nehi Corp., Baltimore (Royal Crown Cola), 2 *sp*, 7 *sa*, 7 *ta* weekly, 52 weeks, thru BBDO, Hollywood.
Fresno Macaroni Co., Fresno, Cal., (Perfection Macaroni), weekly *sp*, 52 weeks, thru Ennis Anderson Adv., Fresno.
Gospel Broadcasting Corp., Glendale, Cal. (religious), weekly *t*, 52 weeks, thru R. H. Alber Co., Los Angeles.

WMAQ Chicago

Musterole Co., Cleveland, 182 *sa*, thru Erwin, Wasey & Co., N. Y.
Esquire, Inc., Chicago (*Coronet*), 10 *sa*, thru Schwimmer & Scott, Chicago.
Ringling Bros. & Barnum & Bailey, New York, 4 *sa*, thru George H. Hartman & Co., Chicago.
Balaban & Katz Theatres, Chicago ("Stage Door Canteen"), 2 *sa* thru M. M. Fisher & Associates, Chicago.

WLIB Brooklyn

Lane Bryant, Brooklyn (dept. store), 7 *sp* weekly, 52 weeks, thru Erland Adv., N. Y.
20th Century Fox Film Corp., and Roxy Theatre, New York, 16 *sa*, thru Kayton-Spiero Co., N. Y.



TEXAS AIR SCHOOL RESUMES SEPT. 26

RESUMPTION of the *Texas School of the Air* broadcasts Sept. 26 for a 28-week series, Monday through Friday, over WFAA-WBAP and the Texas Quality Network, 11:15-11:30 a.m., was announced last week.

The *Texas School of the Air* is the joint project of the radio workshops of the U. of Texas, North Texas State Teachers College, Texas State College for Women, and Texas A & M College, and is produced under the supervision of John Gunstream, Director of Radio and Visual Education, Department of Education, State of Texas. It is reported to be the largest state radio advertising project.

The 1943-1944 series will be the fourth consecutive year for these public service broadcasts on the Texas Quality Network. This year the programs will be fed to a group of supplementary stations.

A survey of 6,750 elementary, junior high, and senior high schools of Texas has shown that an average weekly audience of 750,000 pupils and teachers heard the 1942-43 series. Of the 6,750 schools surveyed, 4,725 made use of the programs in approximately 26,625 classes.

Format of the 1942-43 series consisted of *Your Story Parade*, giving readings and dramatizations of stories for children; *Open Your Eyes*, elementary general science subjects; *Reading Is Adventure*; *Jobs Ahead*, vocational guidance suggestions; and *Music Is Yours*, music appreciation program. Booklets supplied to school teachers at the beginning of the school year outline the broadcasts and suggest supplementary projects to tie-in with individual programs.

C-P-P Changes Plans

COLGATE - PALMOLIVE - PEET Co., Jersey City (toothpowder), has discarded plans to resume the weekly CBS *Al Jolson Show*. Firm instead is continuing the half-hour *Judy Canova Show* on 116 CBS stations, Tuesday, 8:30-8:55 p.m. (EWT), with West Coast repeat 9-9:25 p.m. (PWT). Besides Miss Canova, talent lineup includes Rusty Dandridge, Mel Blanc, and Eddie Dean, singer. Gordon Jenkins is musical director, with Ken Niles announcer. Carleton Alsop is Hollywood producer for Sherman-Marquette, agency servicing the account. Morgan Ryan, New York radio director of the agency, is in Hollywood conferring with talent and production staff on future shows.

New to Radio

CONSOLIDATED Hair Goods Co., Chicago, makers of Fij-Oil Soapless Lathering Shampo, is expanding its advertising schedule to include radio, with programs and announcements on WBGM and WCFL Chicago. The firm had confined their product to the professional market, and are now introducing it for home use. Malcolm Howard Adv. Agency, Chicago, handles the account.

802 Seeks Boost In Network Scale

Musicians Ask for General Revision of Contracts

NETWORK headquarters in New York have received requests from American Federation of Musicians Local 802 for a general revision of their contracts, which expire Feb. 1, 1944. Cost-of-living clause permits reconsideration of wage scale at this time and it has been suggested that the whole contract be gone over now instead of discussing wages now, and then beginning new discussions in the winter.

Union is asking 15% increase, retroactive to Aug. 1, 1943, six months before the termination of the contract. Local 802 also seeks to eliminate from agreements with the networks the special set-up for musicians working four hours in an eight-hour day, leaving only the regular five out of eight hours provisions.

Request Sliding Pay Scales

Two other points raised by the union are a request for separate sliding scales for quarter-hour programs, instead of the present method of figuring payment for work on individual programs, and a request that the union be given complete jurisdiction over music librarians. On the one-time broadcast scale, present rate calls for $12 base pay for an hour's work or less. Suggested scale would be $12 for a quarter-hour broadcast, with an additional $3 for each extra quarter-hour, up to $20 for a full hour.

Local 802 and the Music Publishers Protective Assn. have jointly submitted to the War Labor Board a petition for a 10% increase in minimum wages for arrangers, copyists, proofreaders and pianists. Increase, if approved by the WLB, is to be retroactive to Aug. 16, 1943. MPPA and the AFM local have also negotiated a new one-year contract, running until Sept. 30, 1944.

ANDREW SISTERS, feminine vocal trio, have joined talent line-up of the weekly CBS *Roma Show*.

AGENCY *Appointments*

MISSION BELL RADIO MFG. Co., Los Angeles, to Hixson-O'Donnell Adv. Inc., Los Angeles.

TRAV-LER KARENOLA RADIO & TELEVISION Corp., Chicago, to Jones Frankel Co., Chicago. Trade publications being used.

ALBERT EHLERS Inc., Brooklyn, to Weiss & Geller, New York, for coffee. No decision as yet on radio.

STURDIWHEAT Corp., Redwing, Minn., to Erwin, Wasey & Co., Minneapolis.

MAGAZINE PUBLISHERS Inc., New York (*Flying Aces* magazine), and Periodical House Inc., New York (*Secrets* magazine), to Ralph H. Jones Co., New York. No radio planned.

FAWCETT PUBLICATIONS Inc., New York, to Hill Adv., New York, for institutional advertising as well as advertising on *Mechanix Illustrated, True Life Story*, Fawcett Comics Group, and Fawcett's Women's Group (*True Confessions, Romantic Story, Movie Story* and *Motion Picture*).

GROCERY STORE PRODUCTS Co., New York, to Duane Jones Co., for Cream of Rice. Media plans to be announced shortly.

MYER PRODUCTS, New York, to Arthur Rosenberg Inc., New York, for soft drinks. Starts on WMCA New York Sept. 6.

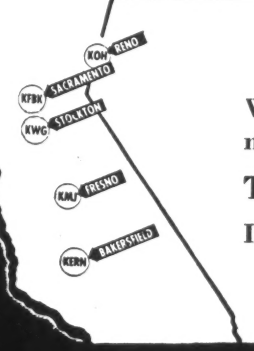
Ed Codel to OWI

EDWARD CODEL, general manager of the Atlantic Coast network, has resigned to join the Office of War Information as a principal field representative in the Radio Division of the Overseas branch. When his training is completed he will be stationed in the Near or Middle East. Harold A. Lafount, ACN president and general director of all Bulova-Lafount radio operations, will assume the network's executive duties. ACN recently shelved plans for expansion because of shortages of manpower and equipment.

Firm Enters Radio

MYER PRODUCTS, New York, 50-year-old beverage firm producing gingerale, sarsaparilla, sodas, fruit drinks and other soft beverages, enters radio for the first time Sept. 6, with the sponsorship of a quarter-hour segment of Jerry Lawrence's program of news and music on WMCA, New York. Myer uses the 12-12:15 p.m. period six times weekly. Agency is Arthur Rosenberg Inc., New York.

CALIFORNIA COVERAGE



Next Week

Watch for big announcement in color; all about

THE BEELINE

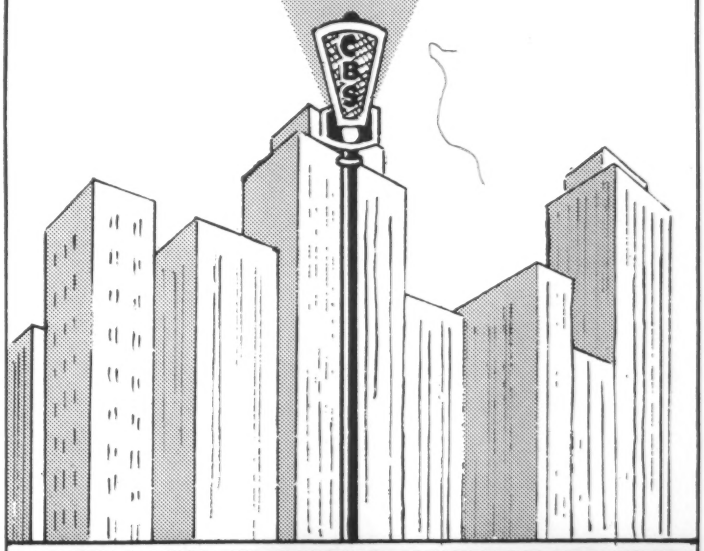
Important news for every time-buyer

McCLATCHY BROADCASTING COMPANY

KRLD

FIRST
in Texas
WITH CBS
SERVICE

50,000
WATTS



KRLD

THE TIMES HERALD STATION, DALLAS

50 K. W. — *The Branham Company* EXCLUSIVE REPRESENTATIVES — 1080 K. C.

HERE'S ANOTHER REAL BUY

THE MYSTERY CHEF

A Blue Network "Co-op"

Tuesday and Thursday—
1:15-1:30 P.M.

Available now for sponsorship

WRITE OR CALL FOR COMPLETE INFORMATION

SPOT SALES, INC.
National Representatives

WINN LOUISVILLE
with
WINN
Your
BLUE NETWORK STATION in LOUISVILLE, KY.

D. E. "Plug" Kendrick
President and General Manager

G. F. "Red" Bauer
Sales Manager

FRED ALLEN RETURN DEPENDS ON HEALTH

TEXAS Co., New York, which for several weeks has been undecided about its fall radio plans because of Fred Allen's health and possibility that the comedian could not resume his radio activities this year, announced last week it is definitely renewing its Sunday 9.30-10 p.m. spot on the full CBS network on a 52-week basis, effective Oct. 3.

Whether or not Allen will open the *Texaco Star Theatre's* winter season is still unsettled, pending a checkup Allen plans with his doctor in mid-September. If he is given a clean bill-of-health, it is probable he will first go ahead with plans to star in a motion picture written for him by Ben Hecht, and not return to the air until the first of the year. If such is the case, Texas Co. will probably continue on a more elaborate scale the musical show it has been sponsoring this summer on CBS, starring James Melton, Joan Roberts and Al Goodman's orchestra. Texas agency is Buchanan & Co., New York.

Douglas to B & B

HAROLD F. DOUGLAS, office administrator and associate of Arthur Kudner Inc., New York many years, has joined Benton & Bowles, New York, in an executive capacity, according to Clarence B. Goshorn, president of B & B. Mr. Douglas was with Erwin, Wasey & Co. as assistant to Arthur Kudner in 1931 when Mr. Kudner was president of that agency. He went with Mr. Kudner to the new firm when it was founded in 1935.

10 YEARS FOR SACHS

Popular Chicago Broadcast Utilizes Amateurs

WITH its 469th performance, Sunday, Sept. 5, over WENR Chicago, the Morris B. Sachs *Amateur Hour* entered its 10th year of successful radio selling. The first broadcast in September 1934, originated from the show windows of the clothing merchant's store. Prizes of gold, silver and bronze medals were given winning contestants. Judges, chosen by the sponsor, had to swear at the end of the broadcast that the contestants were unknown to them. Within several weeks before the store windows reached traffic-stopping proportions, the show was shifted to a south side auditorium. In turn, these quarters soon were outgrown, and the program was taken to its present home, studio "A" of WENR.

Heavy Ticket Demand

Despite the studio's capacity, ticket requests consistently exceed the number of seats, and special programs are staged at regular intervals in the Chicago Civic Opera House, which seats 4,000.

Springboarded into professional careers via the program, were Bob Bradley, West Coast singer and announcer, Maureen Cannon, Skip Farrell, Doris Chambers, Mary Hall and Frank Payne. The present m.c., Charles Lyon, has been with the program six years. His predecessors include Norman Ross, Eddie & Fanny Cavanaugh and Harlow Wilcox.

FOUR CBS SERIES RENEWED BY G-F

GENERAL FOODS Corp., New York, last week announced renewal of four of its CBS programs, all heard on the full CBS network. Programs renewed effective Sept. 27 are *Kate Smith Speaks* for Swansdown Cake Flour and Calumet, heard Monday through Friday, 12 noon-12:15 p.m., and *Joyce Jordan, M.D.* for La France, Satina and Posts Raisin Bran, also five times weekly, 2:15-2:30 p.m.

Oct. 1 is renewal date for the *Kate Smith Hour*, which returns after a summer hiatus and expands from a half-hour to 55 minutes, Friday, 8-8:55 p.m. for Jell-O and Jello-O puddings. Fourth show renewed by G-F, for Post Toasties and Post Bran Flakes, is *Young Dr. Malone*, heard Monday through Friday 2-2:15 p.m., effective Oct. 4. Benton & Bowles, New York, handles the latter show, while Young & Rubicam, New York, is the agency for the other three programs.

Elterich Joins Grant

HAROLD N. ELTERICH, former head commercial advertising consultant to the Office of the Coordinator of Inter-American Affairs, has resigned to join the international division of Grant Adv., with temporary headquarters in the agency's New York office. Previously a vice-president of Gotham Adv. Co., New York, Mr. Elterich at one time owned his own export agency.

EDGAR MORGAN, New York used car dealer, is entering radio this fall on Arthur Godfrey's program on WABC New York, and with the sponsorship of 3 quarter-hour segments weekly of Jerry Lawrence's news and recorded music program on WMCA New York. WABC schedule started several weeks ago. Contract with WMCA for three programs weekly goes into effect Sept. 6. Account placed direct.

AS PART of its library service to subscribers, Lang-Worth Feature Programs Inc., New York, has released to 228 station a series of 40 recorded songs by Cliff Edwards ("Ukelele Ike"). The first release has already been sent out and others will be included in the regular monthly shipments.

ALFRED HUMAN, former radio editor, managing editor and president of the *Musical Courier* magazine, has resigned to devote fulltime to his own organization, the Human News Syndicate, which will supply radio columns to newspapers and magazines.

THE CREST OF THE WAVES

CFRB, Toronto, broadcasts half the leading sponsored programmes in a key area, fed by three stations. It reaches the giant share of Canada's richest market! It is, in fact, on the crest of the air waves!

These are facts to keep in mind when you're planning your wartime advertising. If you're wise, you're figuring on *intensified* advertising *by radio*. In all probability you can't supply the present demand for your product. But you know, as well as the next man, that competition will be redoubled after the war. And that's the time you want *your* name to be remembered.

When you're making your plans for Canada remember half the sets in the Dominion's richest market are *always* tuned to CFRB.

CFRB
TORONTO

THERE'S NOT ANOTHER LIKE IT!

WHC
WATTS
50,000

DIRECT ROUTE TO AMERICA'S No. 1 MARKET
The Travelers Broadcasting Service Corporation
Member of NBC and New England Regional Network
Represented by: WEED & COMPANY
New York, Boston, Chicago, Detroit, San Francisco and Hollywood

UNDEFEATED by defense plant opponents, this softball team of WTAG Worcester is composed of station personnel. Standing (l to r): Dol Brissette, musical director; Ernie Dunlop, Bob Rissling, Ed Lemay, Herb Krueger, commercial manager; Phil Brook, captain; David H. Harris, program manager. Front row (l to r): Bob Martin, Chick Morse, Margaret Michaud, secretary to Mr. Harris and team manager; Paul Brissette, mascot; Bill Fariss, Phil Jasen, coach.

Steel Firm Ogling

ALLEGHENY LUDLUM STEEL Corp., Brackenridge, Pa., is understood to be negotiating for a week-ly quarter-hour broadcast of the CBS daytime serial, *Mother & Dad*, heard in the 5:15 - 5:30 p.m. period Monday through Friday. This would be the first regular network series for the company. Agency is Walker & Downing, Pittsburgh.

Recruiting Campaign

NEWSPAPERS in cities of over 50,000 and the *Saturday Evening Post*, *Collier's*, *Life* and *Look* magazines have been selected by the War Dept. for a paid recruiting drive. Agency for all Army recruiting except the WAC is Geyer, Cornell & Newell. Initial advertising will be in connection with the Army Air Forces.

20TH BIRTHDAY of WEBQ, Harrisburg, Ill., was observed Sept. 1. Due to war conditions, no special program was arranged, but each station break announced the anniversary. Founder of the station, Joseph R. Tate, is still chief engineer, and manager Inglis M. Taylor starts his 16th year with WEBQ Oct. 16.

SIDNEY BRECHNER, chief sound effects technician of WJR Detroit, leaves Sept. 15 to become senior sound effects technician with CBS in Hollywood. Brechner won recognition for his work on WJR's *Hermit's Cave*, a thriller that runs the gamut of sound effects. He joined WJR in 1938 and apart from his regular studio duties was active in lecturing about and demonstrating sound effects in schools of Metropolitan Detroit.

WOR Sales Increase

WOR, New York, reports an increase of 12% in dollar volume sales for the month of August, as compared to figures for the same month last year. Exactly the same increase was found for June, July and August of this year over a similar period in 1942. It's the biggest summer in the station's history, according to a WOR spokesman.

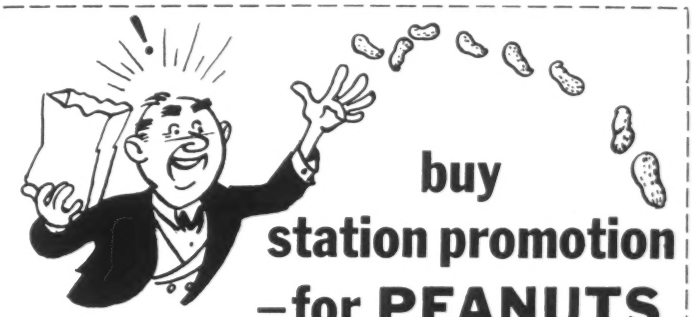
J & J Chicago Spots

JOHNSON & JOHNSON, Chicago (gas mask division) is placing a schedule of 18 spot announcements weekly on three Chicago stations, WEDC, WGES, and WHFC. Copy announces openings available in war production work. Wallace - Ferry - Hanly, Chicago, handles the account.

Adm. Halsey on Blue

FROM his headquarters in the South Pacific, Admiral Wm. F. Halsey Jr. spoke August 29 on a BLUE program commemorating 30 years of naval aviation. The signal was picked up by RCA in Honolulu and relayed to the network.

WILLIAM KING, former music editor of the *New York Sun* and previously drama editor of the *New York Post*, on Sept. 7 joins the CBS program department. His first assignment will be to supervise the U. S. Rubber Co. Philharmonic Symphony concerts.



buy station promotion —for PEANUTS

• When you use FILMACK to lure tremendous movie theatre audiences to your wave length—you don't spend dollars—you only spend pennies.

FILMACK—a powerful radio station promotion—uses unprofitable sustaining time as the major portion of every promotion dollar.

So keep your money in the bank—and spend sustaining time for program promotion. Write FILMACK and we'll send you the details.

1325 S. Wabash Ave. Filmack Chicago, Illinois

WWL NEW ORLEANS
50,000 WATTS
The Greatest Selling POWER in the South's Greatest City
CBS Affiliate
Nat'l Rep. - The Katz Agency Inc.

AVERAGE IOWA FARMER MADE $6490 IN '42

In meeting record quotas on corn, soybeans, hogs, poultry, eggs, and other food necessities, the Iowa farmer in 1942 grossed the record average income of $6490.00, according to R. K. Bliss, Iowa Extension Director.

Though in 1942 he harvested 39,312,000 bushels of soybeans at $1.55, the Iowa farmer's 1943 quota is 50% higher. He is raising more poultry, too, for it is taking 125 million chickens to meet the state quota of 330 million dozen eggs.

According to *Sales Management*, "The farmer is doing so well that he is a prime prospect both today and tomorrow (his savings are tremendous)."

According to a recent Ross Federal survey in 29 representative towns, 6 weeks of KMA advertising had 51.4% of the dealers reporting definite sales increases on a deodorant; 30% on an alkaline tablet; 34.3% on a laxative; 40.9% on a headache tablet; 26.9% on a cigarette; 24.3% on a yeast; 24.4% on a "class" magazine!

The point is obvious: for BIG results—*fast*—in America's richest farm market, you *need* the right kind of advertising influence. If you're not getting *your* share, write—right now—for our latest Market Data Brochure!

KMA
Blue Network
The No. 1 Farm Station in the No. 1 Farm Market
152 COUNTIES AROUND SHENANDOAH, IA.
FREE & PETERS, INC.
Exclusive National Representatives

YOUR

MOST IMPORTANT TOOL

AS BUYER OF RADIO TIME IS COMPLETE, AUTHORITATIVE RADIO INFORMATION SUCH AS YOU WILL FIND IN THE PAGES OF

BROADCASTING
The Weekly Newsmagazine of Radio Broadcast Advertising

Radio's Foremost Trade Journal

BROADCASTING
National Press Bldg.
Washington 4, D. C.

SEND ME THE NEXT 52 ISSUES AND THE NEW YEARBOOK NUMBER.

☐ $5 Enclosed
☐ Bill Later

Name

Firm Title

Address

City State

Agencies

WILLIAM A. BLEES, who joined Young & Rubicam, New York, a year ago as account executive on Consolidated Vultee Aircraft Co., has been named vice-president in charge of service to clients of the agency's West Coast offices, with headquarters in Hollywood. Glenhall Taylor continues as manager of the radio department of the Hollywood office, with Robbins Milbank as manager of the San Francisco office.

EDWARD O. HOUSE, formerly assistant advertising manager of the Permutit Co., has joined the production staff of O. S. Tyson & Co., New York.

JOHN O. ELLINGTON, formerly with Pedlar & Ryan, Federal Adv. Agency and Newell-Emmett Co., has joined Roy S. Durstine Inc., New York, as a member of the creative department.

GORDON AUCHINCLOSS has resigned as a director at D'Arcy Adv., New York, to go overseas on military assignment. He has been director of *Your Home Front Reporter*, sponsored on CBS by Owens-Illinois Glass.

WILLIAM H. KEARNS has been granted a leave of absence as a vice-president of Ted Bates Inc., New York, to join the Navy with a commission as lieutenant (j.g.).

PAUL PERRY, former continuity director of KGBI Tacoma, Wash., has joined Barnes-Chase Co., San Diego, as copy writer.

ROBERT STERNER, formerly associated in creative capacity with McCann-Erickson Inc., New York, recently established his own advertising agency at 617 S. Olive St., Los Angeles, and will specialize in food accounts. Telephone is Vandike 0678.

The TEXAS RANGERS *now*

Selling Cold Tablets on

WBEN

Buffalo

...also selling many other products on many other stations.

George E. Halley
TEXAS RANGERS LIBRARY
HOTEL PICKWICK • KANSAS CITY, MO.

Clevenger Moves

RUSSELL CLEVENGER, former director of information for the FCC, has resigned as a member of the public relations department of N. W. Ayer & Son to join Albert Frank-Guenther Law agency, New York, as vice-president in charge of the public relations department. Mr. Clevenger, formerly on the editorial staff of the *New York Times*, has served the Treasury Department as adviser on tax education, and in 1940 and 1941 he directed the public relations campaign of the broadcasting industry in the controversy with ASCAP.

LEE MARSHALL, former member of the copywriting staff of Russel M. Seeds Co., Chicago, has been inducted into the Army.

JIM HILL, formerly radio director for Schwimmer & Scott Adv. Agency, Chicago, has resigned from that company to work as a free lance writer and producer. He will continue to handle the *Coronet Little Show*.

MRS. CLOEY CARROLL has joined the staff of George C. Hoskins & Associates, Chicago, as an account executive, effective Sept. 1, after several years in insurance brokerage in Indiana.

BOB WELCH, former Hollywood producer of Young & Rubicam Inc., on the NBC *Jack Benny* show, and now with Army Special Services Division, has been promoted to corporal.

J. WALTER THOMPSON Co., Los Angeles, recently moved to larger offices at 621 S. Hope St., Los Angeles. Telephone is Trinity 2591.

DORIS RADER has joined the radio commercial department of Benton & Bowles Inc. Mrs. Rader was previously with Compton Advertising Inc. and Ted Collins.

EUNICE POWELL has joined the media department of Benton & Bowles Inc. as a space buyer. Miss Powell was formerly with McCann-Erickson Inc.

ROBERT BRENARD, overseas press officer of the BBC, has arrived in New York for a several months stay, during which time he will exchange publicity ideas with the New York office of the BBC.

ROBERT J. RICE has joined Bert S. Gittins Adv. Agency, Milwaukee, as an account executive. He was formerly vice president in charge of the creative department of Mace Adv. Agency, Peoria.

To RUTH CHILTON

on parting . . . .

Upon completing six consecutive years of delighting WSYR audiences with her scintillating chit-chat, Ruth Chilton leaves us to join Philadelphia's WCAU. With her go our best wishes for her continued success. With us remain memories of an extremely pleasant association.

WSYR

5000 W Syracuse, N. Y. 570 KC
H. C. Wilder, Pres.
Basic NBC Red

EXPANSION details for *Hero of the Week* series, which recently started its second year on BLUE Pacific stations, occupied this sponsor-agency-network quartet. Shifting time, weekly dramatized program, sponsored by Austin Studios, Los Angeles (portrait photographers), took over a quarter-hour Sunday afternoon spot on Sept. 5. Detail settlers (l to r) are David Drummond, writer-producer; Mariane Graham, account executive of Glasser-Gailey & Co., Los Angeles agency servicing West Coast photographic firm; Dorothy Austin, manager of Austin Studios, and Myron Elges, BLUE Hollywood sales representative.

BILL TODMAN has resigned from the production staff of Biow Co., New York, where he worked on *The Crime Doctor and Playhouse*, Philip Morris program on CBS, to do free-lancing in radio writing and directing.

WILLIAM BROOKS SMITH, assistant to the president of Kenyon G. Eckhardt, New York, has been granted a leave of absence to assume active duty in the army.

New Chicago Agency

MIDLAND Adv. Agency, Chicago, has been formed, with Edmund Deuss, former account executive with the public relations office of Joseph W. Hicks, Chicago, as manager. Mr. Deuss was previously advertising manager of Merchants Distilling Corp., Terre Haute, and served in the same capacity with the Bismarck Hotel, Chicago. Accounts of the agency include Carter Distilling Co.; Madison Restaurant Co., restaurant and importers; and U. S. Sales Co., importers; all of Chicago. No radio is planned for these accounts at present. Address of the new agency is 1400 Midland Bldg. 176 West Adams St., Chicago.

Another Grant Office

PLANS for another South American office of Grant Advertising, Chicago, before opening London and Canadian branches, are now under discussion, according to Will C. Grant, head of the aspirant globe-girdling agency. Mr. Grant, whose offices have opened successively in Dallas, Chicago, New York, Mexico City, Monterey, Rio de Janiero, Sao Paulo, and on Aug. 9, Buenos Aires, said he expects to establish other offices in South Africa, China and India following international hostilities.

LEE de FOREST, "father of radio" and inventor of the three-electrode tube, celebrated his 70th birthday Aug. 26 in traditional fashion by climbing the 14,496-foot high Mt. Whitney, Cal. With some 300 radio devices to his credit, de Forest's latest invention is a "black-out" box with which lights of an entire city can be blacked out instantly and automatically from a central station.

FCC Sets Up Its Own Publicity Office In House Office Building for Handouts

THE HOUSE Select Committee inquiry into the FCC, which has been studded with strange interludes and unorthodox happenings, reached a new climax last week, when the FCC set up its own little office outside the House Committee hearing room to counter swiftly the charges made during the inquiry.

Many a newsman's eyebrow has lifted over the manner in which publicity has been handled by the FCC since the inquiry began July 1. It has turned out to be a battle of press releases and news conferences. The FCC has taken the position, stated to the Committee several times by Charles R. Denny Jr., its general counsel, that it can't wait "six months" to answer the committee's charge, and therefore employs the press-release and news conference technique.

FCC's Own Office

With return of the hearings to Washington last Monday and Tuesday to cover the so-called "draft deferment" phase, the FCC established its own office outside the sumptuous Banking & Currency Committee hearing room in the New House Office Bldg. A battery of file cases, which apparently included the personnel records of the Commission's staff, was set up in the ante-room. On duty was a stenographer, with her own typewriter and other gear.

In addition to the FCC department heads, including Mr. Denny, E. K. Jett, chief engineer; George Sterling, assistant chief engineer in charge of RID; Robert D. Leigh, chief of FBIS; Peter Shuebruk, assistant to Chairman Fly, and officials of its personnel section, a half-dozen FCC secretaries were present to look up the jackets on each individual case cited. Then the information would be imparted to the press following the session. In a number of instances, as cases were cited in testimony, a voice would be heard from the FCC table declaring that the man in question was in the service or that the facts were at variance with the testimony.

Two "formal" news conferences were held by the FCC in the House Office Bldg. during the two days of hearings, Monday and Tuesday. There was an "informal" conference following adjournment on Tuesday. At these conferences Chief Engineer Jett and General Counsel Denny, flanked by other department heads, sought to justify each individual case of draft deferment cited by Cox Committee counsel. These conferences were in addition to the series of formal press releases issuing from the FCC and quoting Chairman Fly, refuting every allegation and denouncing the Committee in strong language.

Can't Wait Six Months

Earl Minderman, appointed as the FCC's information chief last month, was present at all the Washington sessions. He also had attended the New York phase of the inquiry covering the foreign language field. He kept the press apprised of conferences and handed out the FCC releases issued "down town".

Mr. Denny, after repeated encounters with Cox Committee counsel Fred L. Walker, associate general counsel, and Hugh Reilly, senior attorney, asserted that the FCC resorted to the news release and press conference method because it could not wait "six months" to get its story out. He insisted that the full story should be given at the time testimony was adduced.

Rep. Miller (R-Mo.), presiding over the draft deferment phase, on several occasions advised Mr. Denny he would not be heard at this time. On one occasion, Tuesday, he told him to take his seat. This was a repetition of what had happened during the earlier days of the hearing when Rep. Cox (D-Ga.), chairman of the Committee and author of the investigation resolution, had presided.

New Sesac Offices

SESAC has moved its headquarters offices to 475 Fifth Ave., New York, 17, N. Y. New telephone is Murray Hill 5-5365. Leonard Callahan, company's general counsel, reports that a desk, telephone and stenographer are available to any out-of-town broadcaster visiting in New York who has need for those facilities.

KUIN Joins Don Lee

KUIN Grants Pass, Ore., on Sept. 3 became an affiliate of Don Lee Broadcasting System, Hollywood, bringing total number of stations in that regional network to 34. Owned by Southern Oregon Broadcasting Co., KUIN operates on 1340 k. c., with 250 watts.

ISABELLE BEAUTETICS Co., St. Louis, distributors of a cosmetic called Velskin, has denied Federal Trade Commission allegations of deceptive advertising in certain instances and claims to have discontinued other statements cited in the FTC complaint.

The CBS Station for a million people in 22 counties of 3 states... the heart of the Textile South.

WSPA 5000 Watts Day 1000 Watts Night 950 kc. CBS

Spartanburg, S. C.

Represented by Hollingbery

Maj. Walter S. Holt

MAJ. WALTER S. HOLT, 43, on the executive staff of Wm. Esty & Co., New York, before entering the Army last August, died in the Southwest Pacific area where he was attached to headquarters of the Fifth Air Force, according to word received from the War Dept. by his family in Ft. Myers, Fla. No details were available. Before joining Wm. Esty in 1937, Maj. Holt was associated with Livermore & Knight Co., Providence, and later with J. Walter Thompson Co. in New York and Sydney, Australia.

Langan Resigns

DON LANGAN has resigned from Newell-Emmett Co., where he has served for 14 years as associate executive on the Liggett & Myers account. During the early years of his association with the agency, he directed export and foreign language advertising for L&M, and during the past decade has been in charge of all radio for the account. He was service executive handling copy and publicity for various national media before becoming radio director for L&M..

JOHN NESBITT, narrator on NBC's *Passing Parade*, has signed a contract with MGM Studios to do six film shorts based on 1943-44 *Passing Parade* subjects. He is currently combining government assignments with his weekly radio series. Another film recruit is Jeanne Bates, Hollywood radio actress, who will play lead in the Columbia picture, "Roundup for Victory".

HOW FAR CAN YOU THROW A BISCUIT (Ky.)?

From the standpoint of *sales*, you can toss Biscuit (Ky.) all the way out of the map, and still be OK! So WAVE doesn't pine because we fail to cover that fresh-from-the-oven city. WAVE gives you *complete* coverage of the Louisville Trading Area, which does more business than all the rest of the State put together! . . . Ask your local distributor. Then *pass* the Biscuits, Pappy, and save some real dough!

LOUISVILLE'S WAVE

5000 WATTS . . . 970 K. C. . . . N. B. C.

FREE & PETERS, INC.
National Representatives

Geared for Action!

50,000 WATTS POWER

Plus Service

Ask JOHN BLAIR

A FORT INDUSTRY STATION

WWVA

WHEELING, WEST VA.

LOCALLY-SPONSORED PROGRAMS

A GOOD SIGN TO FOLLOW

You can't go wrong when you follow the choice of *local* advertisers who show their *confidence* in a station by buying *programs!*

WAGA schedules more locally-sponsored *programs* than any other Atlanta station!*

*Week of August 22, 1943

WAGA
ATLANTA

A FORT INDUSTRY STATION

5000 WATTS
DAY AND NIGHT
590 KC.

National Representatives
HEADLEY-REED COMPANY

Cox Probe Portends Action

(*Continued from page 7*)

testimony. Mr. Walker examined Ray Osborne, committee investigator, on anlyses he had made of FCC files, procured by subpoena or otherwise. Mr. Reilly in similar fashion interrogated Harvey Walker, another committee attorney examiner, who had made similar investigations.

Citing a summary of FCC activities in clearing draft deferments, Mr. Walker declared that there were 391 cases in which the Commission had procured occupational deferments, according to the Committee's investigations. Chairman Fly, he said, used a figure of 271. Even if the latter figure were used, he said, the records procured from the FCC itself show that 179 men, or more than 60%, had been trained in the military service. If the figure of 391 occupational deferments were used, he said, it would amount to well over 40%.

Recalls Citation of Alleged War Activities

Mr. Walker recalled that Mr. Garey, in his opening statement to the Committee July 2, had cited as one of the issues the charge that the Commission, in furtherance of its "alleged war activities" had drawn to its use manpower and critical materials from the limited resources available and needed by the armed forces and had "procured the exemption from military service of a large number of persons not entitled thereto." He said the evidence adduced at the hearings substantiated that charge.

Throughout the proceedings, both Mr. Walker and Mr. Reilly charged that the methods used by the FCC in procuring deferments and in claiming indispensability constituted a "deliberate fraud and misrepresentation." Several times testimony of Chairman Fly last March before the House Military Affairs Subcommittee (Costello Committee) on draft deferments was cited in the effort to show that the Committee had followed a course contrary to that outlined by Mr. Fly. Mr. Fly, it was held, had testified that the FCC did not attempt to acquire men of draft age, whereas the testimony adduced indicated that many of those for whom deferment was sought and procured were either 1-A or slated for 1-A by their draft boards.

Similar accusations of "untrue" statements were made by Messrs. Walker and Rilly against Robert D. Leigh, Chief of FBIS, in testimony before the Costello Committee. It was contended that FBIS procured deferments for a number of members of its staff, who were not engineers, on grounds of irreplaceability.

In defense of the FCC, aside from the statements issued by Chairman Fly, General Counsel Denny and Chief Engineer Jett advised reporters covering the sessions that in practically all cases the men for whom deferments were sought had technical background and training. In most instances they were former amateurs. Moreover, it was said, the Commission's policy had changed last March, after the President had issued a directive on government draft deferments, and that the Commission's "Agency Committee" now passed on all draft requisites. It was argued that at the time Chairman Fly appeared before the Costello Committee the policy was as he had stated it, but that it was changed shortly thereafter.

At the Tuesday session, testimony was adduced to show that the Commission sought draft deferments for 27 employes within 10 days after they went to work, and for 58 within 30 days. There was even testimony showing the Commission had sought draft deferment for men before they actually reported for work. In all cases, it was contended, the FCC based its requests for deferment on the ground that the particular men were engaged in unique war work of a character which the President had held warranted their deferment from military service.

Deferments Sought For 27 Employes

In many of the cases deferments were sought for men in the age brackets between 18 and 35, most of whom were single and without dependents. Few had previous records of professional experience in radio. In several instances there were adverse reports from FCC interviewers and examiners on their ability as radio operators.

Much was made of the fact that Chief Engineer Jett had recommended to the Commission that radio operators, after six months service, be changed in status to "junior monitoring officers" because it was felt draft boards would be impressed by the title. The FCC adopted this recommendation.

At the outset of the hearings Monday, Mr. Reilly cited correspondence indicating that the FCC had sought draft deferments for 1069 of the Commission's 1582 male employes, described as highly skilled technicians. He agreed with Commission Counsel Denny, however, that the required authority from the White House was needed for only some 218 of the men listed, since the others were either over age or given deferred classification because of family status or occupation. Throughout the proceedings it was contended by Committee counsel that the Commission went to extreme ends in getting deferments and that the experience and ability of many of the registrants were exaggerated.

Radio Amateurs Qualified for FCC

Investigator Walker, under questioning by Mr. Reilly, cited some 66 cases in the Commission's occupational deferment files in his first appearance on the stand. He declared that the background of two dozen of these employes included such occupations as barber, baker, cook, musician, lumberjack, haberdashery salesman, bee keeper, podiatrist and just about everything other than radio. FCC spokesmen, however, contended that practically all of these men were amateur radio operators and qualified from that standpoint. It was said that their avocation as amateurs became their vocation with the FCC.

Chairman Fly also berated the Committee in this regard in his first press release, asserting that it was unfair to belittle these men by not citing their radio qualifications. He declared that, if such men were required to enter the armed forces before qualified replacements could be obtained, all civilian and governmental radio activities would have to close down.

In a press release issued Monday, while the hearings were in progress, the FCC released an

FOR FM Fine Music

In KANSAS CITY it's "COMMERCIAL RADIO'S"
K49KC
K.C.'s Pioneer Commercial FREQUENCY MODULATION STATION
Owned and Operated by
COMMERCIAL RADIO EQUIPMENT COMPANY

IN HONOR of his 20th year of broadcasting with WFBR Baltimore, Stewart Kennard (l), special events director, is presented with a clock by Harold W. Batchelder, vice-president of the station.

analysis of the draft deferment situation in the Commission. It said that of the 1468 male employes of the entire Commission, not one of the 242 in the accounting, administrative or law department is deferred. Of the 1020 males in the engineering department, 293 were deferred on occupational grounds. Thus, it claimed, only 249 of the 1020 men in its engineering department have occupational deferments "in the true sense".

Of 206 male employes in the FBIS, 44 are deferred on occupational grounds and of these only 22 "in the true sense". The total number of draft deferments in the entire Commission "on occupational grounds in the true sense is 271", the FCC announced. On the other hand the announcement said more than 300 of the FCC's employes are serving in the armed forces.

Appointments Made Through Civil Service

At the Tuesday session, likewise marked by frequent colloquies between FCC and committee counsel, citations were given of a series of cases in which deferments had been requested. In certain "typical" cases the names of those deferred, together with their background and dates of employment by the FCC were cited. It was in these cases that committee counsel contended the FCC went far beyond the presidential intention in procuring deferments by exaggerating the importance of the individuals and citing their "irreplaceability".

Committee Counsel brought out that Mr. Fly, in his testimony last March before the Costello Committee, had stated that 391 members of the FCC staff had been occupationally deferred, as against the figure of 271 occupational used by Mr. Fly in his Monday press release designed to refute committee allegations.

Mr. Reilly, in reading Mr. Fly's testimony before the Costello Committee, brought out that the Chairman then said that something more than amateur standing was required by the FCC for its technical employes and that the appointments were made through the Civil Service Commission and from private life. The Commission records revealed, Mr. Reilly continued, that draft age men of only amateur standing were appointed without regard to their draft classification. Beyond that, he charged, the qualifications of these men were "misrepresented" to their draft boards in applications for deferment and, in many instances, where appeals were taken from draft board actions.

Chairman Miller said he thought that where there was clear cut indication that men were seeking to evade the draft, he thought the names should be placed in the record. Mr. Reilly said that the files revealed that there was a "deliberate flocking into the FCC to avoid induction" and, in the course of his examination, cited instances where the candidates for jobs with the FCC sought Commission intervention in their behalf. In several instances appointments to the Commission staff as "radio operators" promptly were forthcoming, with appeals taken in cases where the local boards did not authorize deferment.

Claim FCC Overran Presidential Intentions

Such terms as "trickery and falsity" were used by Mr. Reilly in describing the alleged tactics of Chairman Fly in seeking blanket deferments for technical employes through authorization of the President. After the FCC had been notified of the Presidential order that deferments be sought only for those who had "unique" training and who were "irreplaceable", Mr. Reilly charged the Commission used this device indiscriminately in seeking deferments of draft age men, even though they were not included in what he had described as the list sanctioned by the President.

In these letters to draft boards, the Commission frequently stated that the case of the registrant was one that individually had been "passed on by the President", Mr. Reilly charged. These men, with no practical radio experience, save that of amateur status, he said often were described as "skilled technical employes" who had been trained by the FCC at Government expense. Such "training", he said, in many instances varied from one day to a few months. It was this type of employe who the FCC said could not be replaced by older men or women.

The last case cited by associate general counsel Walker at the Tuesday hearing, related to an individual whose name was kept off the records who had served an enlistment of three years in the Army. This man had told his draft board that he was not "compatible" with the Army's way of life nor proud of having worn its uniform. The draft board chairman had expressed grave doubts to the Commission about this man's "Americanism" and reported that his case had been turned over to

Carter Replacement

CARTER PRODUCTS, New York, on Sept. 5 discontinued sponsorship of the *Judy & Jane* recorded series on 13 West Coast stations, and replaced it on the same stations with spot announcements. This brings the total number of stations carrying announcements for Carter's Little Liver Pills to 106. Agency is Ted Bates Inc., New York.

The *Only*
BLUE
Network Station
Serving
the rich important
U. S. 34th
Metropolitan District
WFMJ
Youngstown, O.

NATIONAL ADVERTISERS and New York's numerous nationalities have one thing in common. They both agree that WBNX is THE FOREIGN LANGUAGE STATION of GREATER NEW YORK.

No wonder, then, that WBNX with its 5,000 watts, directional, plays the dominant role in selling the 5,000,000* foreign-language-speaking-audience of the world's greatest market.

To cash in on the opportunities of this super-market, advertise your national products over WBNX, the Winner of the Peabody Citation for Public Service to Foreign Language Groups.

** Over 70% of metropolitan New York's population is foreign born or of foreign parentage.*

Your Best National Spot Buy . . .

WBNX
New York
5000 Watts

FOR OFFENSE
FOR DEFENSE *Buy U.S. Bonds Today!*

New Rules of the Federal Communications Commission Permit You to Place Your NBC, Blue or CBS Network Programs on WSAY
—if the network they are on cannot furnish coverage here
WSAY
ROCHESTER, N. Y.
MUTUAL OUTLET
THIRD LARGEST MARKET in the COUNTRY'S GREATEST STATE

Every national advertiser wanting results in the MARITIME PROVINCES OF CANADA should make sure that his schedule includes
CHNS
Halifax, Nova Scotia
JOS. WEED & CO.
350 Madison Avenue, New York
Representatives

EXCLUSIVE
COVERAGE
AUDIENCE
PROGRAMS
KTFI
TWIN FALLS, IDAHO
NEAREST STATION
100 MILES
— N B C —

Sales are SOARING in ALBANY, GA.
WGPC
1450 KC CBS
Represented by SPOT SALES Inc.

the FBI. Despite this, Mr. Walker contended, the FCC sought occupational deferment for this man.

Fly Says Fair Play 'Kicked Around'

Chief Engineer Jett afterward explained he thought the man ought not be pre-judged and that in a letter he had sent the Commission he stated he was opposed to "gambling and cursing" in the Army. The man, Mr. Jett added, had studied for the ministry. Mr. Jett said the man since had joined the Merchant Marine.

Getting in the last word on the draft deferment phase, Chairman Fly last Wednesday—a day following the adjournment of the proceedings—issued another press release covering six single-spaced pages. He said the American ideal of fair play "took a terrible kicking around" at the preceding day's hearings when the Cox Committee made public the names of 39 employes in the Commission's Engineering Department who had been deferred and then "refused to permit the Commission to put in the record the full facts concerning them".

Mr. Fly said the Costello Committee had established the precedent of not making public the names of deferred government personnel because it obviously was conscious of the danger of "unjustly tagging as draft dodgers persons who because of their special skills had been called upon to serve their Government in a civilian capacity". The Cox Committee, he said, disregarded this "salutary precedent and then added insult to injury by telling only part of the story and refusing to permit the Commission to tell the rest".

In Fairness to Men Fly Issues Facts

In fairness to the individuals, Mr. Fly said, he was releasing brief summaries of the pertinent facts as to each of the 39 cases which the Cox Committee made public. Ten of the men, he said, are in the military service, and four are awaiting induction. Another nine are on duty with the Commission in Hawaii, eight of whom have the "unique ability to receive the Japanese Kana Code which has three times as many characters as our alphabet". The other sixteen were said to be assigned to the Commission's monitoring stations throughout the United States.

Eleven of the total were not subject to the draft when employed by the FCC, while all 39 have "outstanding radio qualifications for the Commission's work", he said. Names of the 39 employes covered in testimony before the Committee were enumerated in the Fly press release, together with a brief summary of their background and present status. The names were as follows:

Harold H. Alam, 23, junior monitoring officer in Hawaii; John E. Althouse, 20, in Hawaii; David Birnbaum, 24, junior monitoring officer in Scituate, Mass.; William A. Chasse, 20, now in the Army; Thomas W. Churchill, 21, in Hawaii; Herman Collette, 20, in Hawaii; Kyran P. Curran, 28, assistant monitoring officer at Powder Springs, Ga.; Hollis K. Epley, 22, in Hawaii; Eugene D. Eveslage, 19, now in the Army; Roy M. Erickson, 23, now in the Army; A. Vernon Field, 22 now in the Army; Irving L. Filderman, 27, junior monitoring officer at Sault Ste. Marie, Mich.; Harvey K. Glass, 30, junior monitoring officer at Powder Springs, Ga.; Willard R. Goedke, 27, radio operator at Sault Ste. Marie, Mich.; John L. Grigsby, 19, now in the Army; Henry Hayman, 26, assistant monitoring officer at Cleveland, Ohio; Ernest J. Herider, 35, monitoring officer at Lexington, Ky.; H. W. Johnson, 27, assistant monitoring officer at Laurel, Md.; W. E. Johnson, 24, now in the Army; J. P. Kemper, 19, junior monitoring officer at Santa Ana, Calif.; R. A. Kimber, 31, junior monitoring officer in Sturgis, S. D.; Isadore B. Krasner, 31, junior monitoring officer at Huntington, W. Va.; A. R. Krug, 24, junior monitoring officer at Scituate, Mass.; Edward T. Lang, 26, assistant monitoring officer at Pittsburgh, Pa.; W. H. Matchett, 27, junior monitoring officer at Arcata, Calif.; J. D. McKenzie, 20, now in the Army; Ira D. McKinney, 18, in Hawaii; L. E. Murdock, 19, now in the Army; Benjamin Nelson, 22, at Aberdeen, Wash.; J. W. Olson, 19, now in the Army; Lloyd R. Parkin, 20, in Hawaii; Robert Ricker, 21, now available for military service; A. K. Sanden, 27, now available for military service; Arnold Sartain, 21, now in the Army; Lloyd O. Seay, 38, junior monitoring officer at Raleigh, N. C.; Charles E. Strain, 22, radio mechanic technician at Powder Springs, Ga.; Robert M. Thorson, 20, in Hawaii; Robert P. Tripcony, 26, in Hawaii; Robert P. Wiebers, 24, radio operator at Seattle, Wash.

Fly in Condenser

ORDINARY house fly buzzed into the plates of a condenser at WNBC Hartford and stilled the station for 19 seconds. When transmitter supervisor Harry Wrasko found the short circuit, he immediately set in motion an auxiliary transmitter. Later he discovered the fly, of which there was little left, after 8,000 volts had hit him. In station log, Wrasko set own explanation for interruption cryptically as "Fly in the condenser".

C. E. HOOPER Inc., New York radio research firm, has enlarged its New York office at 10 E. 40th St. to the 13th floor.

Wyeth Chemical Cited For Wording of Claims

IN A CASE paralleling that of Miles Labs., Elkhart, Ind., and other manufacturers of proprietary products, Wyeth Chemical Co., Jersey City, and Hill Blackett and Glen Sample, of Blackett-Sample-Hummert, its advertising agency, were charged with failing to include in advertising for Hill's Cold Tablets cautionary warnings against use of the preparation in "greater amount or greater frequency" than recommended in the advertising matter.

Claims for the product made on the radio and in other media are alleged to be exaggerated and deceptive, especially in view of consequences which it is charged may result from use of the medicine under conditions prescribed in the advertisement. The Miles Co. has taken the view that the Commission is without authority to require cautionary warnings against increasing the amount or frequency of the dosages over that recommended in advertisements (see story on page 38).

Fidler Clipped

OVER-RIDING warning of network officials, Jimmy Fidler, Hollywood commentator, used certain disputed script material during Aug. 29 broadcast of his weekly quarter-hour chatter program on BLUE stations, and as result was cut off the air for a 12-second interval. Disputed item had previously been ordered out by Don Gilman, BLUE Western division vice-president, on grounds that it would put the studio referred to in an unfavorable light. Mr. Gilman indicated that the film industry would be protected against speculative gossip. Fidler is sponsored by Carter Products on BLUE stations.

Pond's Program Repeated

LAMONT CORLISS Corp., New York, is supplementing its spot announcement schedule, and sponsorship of Eleanor King, "Charm Counselor", for Pond's Cream on six Pacific Coast CBS stations, Sun. 9:9:15 a.m., with a recorded repeat of the latter program, on WOR New York. Recorded series started Sept. 4 in the Saturday, 5:45-6 p.m. period. Agency is J. Walter Thompson Co., New York.

Gertrude Prys

FOLLOWING an illness of eight months, Gertrude Prys, 47, died at her Chicago home Saturday, Aug. 28. Mrs. Prys was the collaborating writer with Irna Phillips of the radio serial, *Road of Life*. She is survived by her husband, J. Edward Prys.

ANNUAL outing of the NBC Athletic Assn. was held at Olympia Fields country club near Chicago last Thursday. Some 150 members of the association and their guests participated in golf, riding and swimming. A steak dinner at night was followed by dancing and cards.

STAFF members of WENR, Chicago and the BLUE central division held an outing at Knollwood country club near Chicago, Sept. 2. Some 100 participants enjoyed golf, swimming and a steak fry.

Your Bond Selling Responsibilities Double!

Starting September 9th, your Government will conduct the greatest drive for dollars from individuals in the history of the world—the 3rd War Loan.

This money, to finance the invasion phase of the war, must come in large part from individuals on payrolls.

Right here's where YOUR bond selling responsibilities DOUBLE!

For this extra money must be raised *in addition* to keeping the already established Pay Roll Allotment Plan steadily climbing. At the same time, every individual on Pay Roll Allotment must be urged to dig deep into his pocket to buy *extra* bonds, in order to play his full part in the 3rd War Loan.

Your now *doubled duties* call for these two steps:

1. If you are in charge of your Pay Roll Plan, check up on it at once—or see that whoever is in charge, does so. See that it is hitting on all cylinders—*and keep it climbing!* Sharply increased Pay Roll percentages are the best warranty of sufficient post war purchasing power to keep the nation's plants (*and yours*) busy.

2. In the 3rd War Loan, every individual on the Pay Roll Plan will be asked to put an *extra two weeks salary* into War Bonds—over and above his regular allotment. Appoint yourself as one of the salesmen—and see that this sales force has every opportunity to do a real selling job. The sale of these *extra* bonds cuts the inflationary gap and builds added post-war purchasing power.

Financing this war is a tremendous task—but 130,000,000 Americans are going to see it through 100%! This is their own best *individual* opportunity to share in winning the war. The more frequently and more intelligently this sales story is told, the better the average citizen can be made to understand the wisdom of turning every available loose dollar into the finest and safest investment in the world—United States War Bonds.

★ ★ ★

BACK THE ATTACK With War Bonds!

This space is a contribution to victory today and sound business tomorrow by BROADCASTING

KGW
PORTLAND, OREGON
"KEY TO THE GREAT WEST"
5,000 Watts
620 Kilocycles
NBC RED NETWORK
Represented Nationally by
EDWARD PETRY & CO., Inc.

In the Sweet Buy and Buy

If you'd like that grand and glorious feeling that comes from seeing your merchandise move almost like magic, put WAIR to work in this great American market. You'll learn quickly why WAIR is famous for its sales-ability.

WAIR
Winston-Salem, North Carolina

WFBG
ALTOONA, PA.
Complete Coverage
NBC affiliate and
BLUE Network
19 years in the public service
HEADLEY-REED CO.
National Representatives

Spot Sales Made AMP Disc Agents

Will Sell Recorded Program Service, a New Departure

IN AN UNPRECEDENTED arrangement combining two formerly unrelated branches of the broadcasting industry, Associated Music Publishers Inc. has appointed Spot Sales Inc., station representative organization, as sales representative for its transcribed library service, Associated Recorded Program Service. Announcement of the new working affiliation was made Friday by C. M. Finney, AMP president, who described the arrangement as "marking a major departure from the former narrow scope of operations of both station reps and library services."

At the same time Mr. Finney announced the appointment of Ben Selvin as vice-president and general manager of ARPS, assuming those duties in addition to his activities as recording director of AMP. John R. Andrews, for the past 10 years in charge of entertainment for the Knott Hotels, has been appointed service manager of ARPS.

Loren L. Watson, executive vice-president of Spot Sales, and formerly sales manager of AMP, who introduced the AMP library service in 1934, said that the addition of this new function to his organization is in keeping with expansions among other branches of the industry into other logical fields. He and Mr. Selvin are working on new plans for building programs and providing stations with sales ideas, based on station needs, the announcement stated, adding that Spot Sales, which now has offices in New York, Chicago and San Francisco, has started negotiations for additional offices.

RADIO GROSS SEEN AS 318 MILLIONS

ADVERTISING is swamping the press and radio and a $2,000,000,000 total is seen for the year according to an article in the *Wall Street Journal*, Sept. 3, by Samuel Shane. According to Mr. Shane the advertising for this year would top the 1929 record if there were more paper and space for the press and more hours in the day for radio.

Great volumes of institutional advertising are swelling the revenues of the four major networks, whose business jumped 25.1% over 1942, it is stated. The indicated total for this year's gross billings is $318,500,000 compared to $274,800,000 last year. Gains for the first seven months of this year show BLUE, 66.8% CBS, 21.4%; MBS, 19.2%; and NBC, 16.1%, according to the article.

BUNTE BROS., Chicago (Candy) last week started a varied weekly program of three to six announcements and five-minute transcribed musical programs on WAIT WCFL WJJD WEDC WHFC, all in Chicago, and WIND, Gary. Schedule, designed to attract workers to the factory, may be explained later. Presba, Fellers & Presba, Chicago, is agency.

GE SPOTS ON FM
One-Minute Announcements On 16 FM Stations

ELECTRONICS DEPT. of General Electric Co. is sponsoring a series of one-minute announcements on 16 commercial FM stations three times a week, devoted to the part radio is playing on the battle front and explaining that GE military radio is now paving the way for the company's regular post-war equipment. The announcements, according to W. R. David of the electronics department, indicate GE's continued support of FM broadcasting.

Stations carrying the announcements are: W65H, Hartford; K45LA, Los Angeles; W41MM, Winston-Salem; W51R, Rochester; W43B Boston; W39B Mt. Washington; W45D Detroit; W55M Milwaukee; W59C Chicago; W49PH W53PH W69PH W73PH Philadelphia; W47A Schenectady; W47NY W67NY New York.

CIO Denied

(*Continued from page 9*)

the alleged inconsistency in the assertion of the affidavit appearing on the ABS balance sheet that all the items reflect "the true accurate and complete financial condition of the person . . . at the date shown above" (Aug. 10, 1943).

Criticizing the assertion in the balance sheet that no asset was acquired in any other manner than "through purchase with funds acquired in the ordinary course of business", by "issuance of capital stock" or by "issuance of evidence of indebtedness shown on the balance sheet ", the petition declared it a "strain on human credulity" that the cash could have been acquired in the "ordinary course of business" since the ABS had only 100 shares at $10 par value last March.

Of a "like strain", says Mr. Koehne, is the $4,001,000 listed on the liability side of the balance sheet under "capital stock", inasmuch as the 400,000 shares of stock to be issued to Mr. Noble were not to be acquired until FCC approval of the transfer. Neither could the "evidence of indebtedness" ($4,000,000 in bank loans shown on the balance sheet) be acquired without FCC approval, he asserts.

"It appears to be the intent and purpose of transferrer (RCA) and transferee (ABS) by this proposed transfer, to thwart the benefit public interest . . . of this Honorable Commission in the promulgation of its order limiting radio licensees to the control of but one broadcasting chain," says the petition.

This would be accomplished, according to Mr. Koehne, by RCA's "selecting said seeming one-man corporation as its proposed transferee and which seems . . . to be the alter ego of the transferrer, which . . . would, should such transfer be approved, directly or indirectly control also the BLUE Network."

Evidence for this view is strengthened, says the petition by "the mere paper superficial strengthening of transferee corporation on or about Aug. 6, 1943 . . .after the date of the alleged agreement for this transfer, instead of employing the more . . . economical proceedure of divorcing the BLUE Network from its present owner, by the wide sales-distribution of the stock . . . in the market by means of established marketing facilities".

The petition also asserts that Mr. Koehne, acting for himself and all known and unknown creditors, "has long been endeavoring to obtain, directly and indirectly, from . . . BLUE Network Co., et al, material information advantageous and necessary for the due presentation of their claims to a court or courts". But the BLUE, the petition charges, has been and is still obstructing these efforts to obtain "justice".

The proposed transfer, the petition asserts, "is in furtherance of such hindering . . . of recourse to justice", and prays the Commission to withhold its approval of the transfer "until substantial protection of creditors of BLUE Network be afforded."

Injunction Refused

(*Continued from page 9*)

that because of the representations made and his fear of their being carried out, he unwillingly sold the station to the defendant."

No Satisfactory Denial

Judge Peck continued: "There is no satisfactory denial in the defendant's papers that the alleged representations were made by his attorneys, and there is no apparent reason why the defendant, who paid a finder's fee to a broker for bringing the availability of the station to his attention and then requested the broker not to participate in the negotiations, should have engaged these particular lawyers to negotiate the sale, except for the impression which these lawyers would likely make upon the plaintiff.

"The trouble with the plaintiff's case, on the other hand, is that he knew all the elements of the fraud except the participation of his employes, and he suspected that before he transferred the station and still he has waited two-and-a-half years before seeking a rescission. . . . The law is clear that an action for recision of a scale must be brought promptly after discovery of the fraud."

The suit to rescind the sale of WMCA to Mr. Noble will be heard early in the fall term of the New York Supreme Court, Mr. Handelman said. He added that some of Mr. Flamm's allegations may come up during the FCC hearings on the sale of the Blue Network to Mr. Noble, scheduled to begin Sept. 10, as these charges reflect on Mr. Noble's fitness to own and operate a network.

ON THE EVE of his departure on a plane trip which was to end in a forced parachute landing in the Burmese jungle Aug. 2, Eric Sevareid, CBS correspondent, was snapped with Major Don Thurman, who mailed this photo to CBS sportcasters Ted Husing and Jimmy Dolan. Mr. Sevareid spent several weeks in the wilderness before reaching safety in the Indian town of Mokochung. His arrival there was announced Aug. 26 on the CBS *World Today* program.

Ralph Weil Testimony Clarified by Committee

IN THE ACCOUNT of the last part of the foreign language phase of the House Select Committee's hearings held in New York during August [BROADCASTING, Aug. 30], it was reported that Committee Counsel Eugene L. Garey found an apparent conflict between the testimony given by Ralph Weil, manager of WOV, New York, on the witness stand and that Mr. Weil had previously given in a private examination by the Committee's attorneys, and that Mr. Garey warned Mr. Weil that he was under oath to tell the truth.

Hearings were then recessed for the day and the point was not referred to again in subsequent sessions. To avoid leaving an impression that might be unfair to Mr. Weil, BROADCASTING wishes to explain that during the recess Mr. Weil requested Mr. Garey and Amrose McCall of the Committee's staff, to whom Mr. Weil's former depositions had been made, to refer to Mr. McCall's report, which was not on hand at the time. When this had been done, Mr. Garey found there was no conflict and that there was therefore no need to question Mr. Weil further on that point.

THE POLITICAL campaign in Philadelphia getting under way, WIP has dropped its weekly feature, *The Mayor Speaks*, until the elections are over. Mayor Bernard Samuel, who used the program as a vehicle for "fireside chats," is a candidate to succeed himself. The station was faced with the choice of discontinuing the program or of doubling the time to provide for an opposite party speaker, according to FCC regulations.

ARCHBISHOP SPELLMAN will speak over WOR New York on Sept. 9, 9:15-9:30 p.m., in behalf of local war bond rally in conjunction with the Third War Loan Drive to begin on that day.

ETHEL SMITH, organist featured on the CBS *Your All Time Hit Parade*, has a dancing-singing role in the MGM film, "Mr. Coed", which stars Red Skelton and other radio personalities.

WBNX, New York, has acquired the special AP radio wire of Press Assn., New York.

'Loosening Up' of War News Indicated After Davis' Meeting With President

WAR NEWS from the military services will be loosened up a little, President Roosevelt indicated last week after a meeting with OWI Director Elmer Davis, Secretary of the Navy Knox, Assistant Secretary of War John J. McCloy and James C. Dunn, political advisor to Secretary of State Hull.

The President gave no details, but it is believed that the prompt release of stories on the Marcus Island attack by the Navy indicates something in the way of a policy change.

Leaving the meeting with the President Mr. Davis said that progress had been made toward better coordination of news. The releases of the Army, Navy and State Departments have been handled independently of OWI unless other agencies have been involved, in which event they have been cleared through OWI.

Mr. Davis met the President on August 30, preliminary to the next day's meeting with the other department heads. It was his first conference with Mr. Roosevelt in several weeks. Asked why he did not go along to the Quebec meetings with Prime Minister Churchill, he said he saw no need to go and wasn't asked.

Linked to Resignation

The "loosening up" announcement recalls the recent resignation of Nicholas Roosevelt, who had been the liaison of OWI with the War and Navy Departments, and who worked for nine months to get the cooperation that would have made possible a better news and public relations job on military developments. Mr. Roosevelt, leaving at the end of the time he agreed to serve, wrote Mr. Davis that "so long as the relations of the OWI with the War and Navy departments rest solely on a basis of petition and suggestion, you, and only you, in the OWI can do anything further to improve the public relations policies of the Army and Navy."

Mr. Davis emphatically denied rumors of his resignation and refuted reports that the Office of Strategic Services would take charge of OWI's Overseas Branch. He expressed "disgust" at the persistency of the rumor and added that one columnist has had him resigning every other day.

Venting his anger at Rep. Ditter (R-Pa.) for his remark that OWI had violated its "probation" through recent "fumbles", Davis remarked, "There was no probation involved. Our enemies in the House wanted to destroy the OWI Domestic Branch, but when they found it would incur too much political opprobrium they tried to cripple us and failed."

"They did manage to give us a pretty hard wallop," he added. "And now it takes a lot of gall to talk about probation." When a reporter jested that Davis did not look "softened up" by the Congressional action, he retorted with, "You bet I'm not softened up."

NAB Districts Appoint Engineers to Committee

APPOINTMENTS to the NAB engineering committee have been made from ten districts with seven yet to choose their representatives. The growing shortage of technical personnel and of critical materials such as transmitting tubes is expected to require the early attention of the committee.

Those who have been named to date are: Dist. 1—F. M. Sloan, chief engineer, WBZ-WBZA; Dist. 3—T. C. Kenney, chief engineer, KDKA; Dist. 4—Clyde M. Hunt, chief engineer, WTOP; Dist. 5—J. C. Bell, chief engineer, WBRC; Dist. 7—Lester H. Nafzgar, chief engineer, WBNS; Dist. 8—A. Freidenthal, chief engineer, WJR; Dist. 10—Henry E. Goldenberg, WHB; Dist. 13—George W. Ing, chief engineer, KONO; Dist. 15—George Greaves, chief engineer, KPO; Dist. 17—Joseph Kolesar, chief engineer, KMO.

Two New CBS Stations Bring Net Total to 139

WITH announcement that KTBC, Austin, Tex., has joined CBS and that WGAU, Athens, Ga., will shortly become a CBS affiliate, the network stated last week that it now totaled 139 outlets, including its member stations in Canada, San Juan, and Hawaii. Contracts have been signed between the network and these 139 stations, but wire lines have not yet been made available for five of the new affiliates.

KTBC, which will be a member of the special supplementary group, operates fulltime on 1000 w day and 250 w night power, on 590 kc, having recently shifted from 1150 kc. It is owned by State Capitol Broadcasting Assn. WGAU, to become a bonus CBS station, is owned by J. K. Patrick Co., and operates fulltime on 1340 kc, 250 w.

Saf-Kil Goes on Air

SAF-KIL Co., Benton Harbor, Mich. (rat poison), is sponsoring morning programs varying from five to 15 minutes one to six times weekly on WLS WJJD WMMN WHKY WSAZ WIBC WNOX WLAY WKST WSLB WPIC KMA KSOO KWTO WIBW WWVA. Contracts, which vary in length, were placed by United Adv. Co., Chicago.

Manor House

W. S. McLAUGHLIN & Co., Chicago (Manor House coffee), started sponsorship Sept. 7 of a quarter-hour morning musical program featuring Ramblin' Red Foley on WLS, Chicago, thrice-weekly. Contract is for 52 weeks. The company also sponsors the five-a-week five-minute *Super Interlude* on WMAQ Chicago. Agency is Ivan Hill Adv. Agency, Chicago.

BEST RADIO BUY IN BALTIMORE!

WCBM

AND THE BLUE NETWORK

John Elmer, President — Geo. H. Roeder, Gen. Manager

FREE & PETERS, Exclusive National Rep.

9,218 FAMILIES TELL ALL ABOUT LISTENING HABITS

Get latest survey—no cost!

Here's how to get next to the billion-dollar Iowa market! New, impartial, all-inclusive "Summers-Whan" Iowa Radio Survey covers all 99 counties, discloses 5-year trends in listening habits and preferences as to station and programs. Maps and *facts* on Iowa listeners in various age groups and educational levels—city, small-town and farm. You need it to do a good job in Iowa. Get it today! No cost, no obligation.

Central Broadcasting Co.,
912 Walnut St., Des Moines, Iowa

5000 WATTS · 1330 KILOCYCLES

WEVD

NEW YORK'S STATION OF DISTINCTIVE FEATURES

ENGLISH • JEWISH • ITALIAN

The roster of advertisers using WEVD year after year reads like "Who's Who" in National Advertising. List on request.

HENRY GREENFIELD, MANAGING DIRECTOR
WEVD—117 W. 46th Street, New York, N. Y.

20 Years
OF LEADERSHIP
590 K.C.
BASIC NBC
5000 WATTS
OMAHA+
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JOHN J. GILLIN, JR., PRES. JOHN BLAIR & CO., REP.

50,000 WATTS C B S
HER FRIENDLY ADVICE, WIT AND HUMOR, KEEP WOMEN TUNED TO....
WCKY
THE L. B. Wilson STATION

24 Hours a Day!
WOL
WASHINGTON
Washington's Only 24 Hour Station
1000 WATTS 1260 KC.
AFFILIATED WITH MUTUAL BROADCASTING SYSTEM

5000 WATTS FULL TIME
630 KILOCYCLES
BLUE NETWORK
KXOK
ST. LOUIS, MISSOURI
Represented Nationally by John BLAIR & CO.

British Study U. S. Radio

(*Continued from page 7*)

"mediocre" with the news bulletins the chief exception. Few of the comedians "are really funny, the average standard of the musical programs is not high, the talks are almost without exception banal." It ascribed this partly to mass production, and to the difficulty of finding enough to put on the air for 17 hours a day. "This might excuse a low average, but not the absence of anything outstanding."

After citing the difficulties inherent in operating a government monopoly, *The Economist* said the BBC "exhibits all of the vices that might be expected from a state-run cultural institution", but added that BBC should not be blamed because it is "doing its best". BBC is a "compromising body" because of the element of "political control", states the article. If the test of a broadcasting system is the excellence of its programs, the prescription should be not more public control, but less, it was concluded.

Competition Required

To continue with the present system, according to *The Economist*, "would be to condemn broadcasting to the fate that would have attended the press if, from its birth, it had been nationalized. * * * There will be no excellence without competition."

Calling for a separation of the "foreign broadcasts" from "home programs", the article said the qualities chiefly lacking in the latter are "life and variety". Part of the remedy lies in encouraging the growth of personalities on the air, "instead of doing everything possible to prevent it". Individual broadcasters should be allowed to do their best "to interest, to please, if necessary to annoy—, but, above all, to get some positive reaction out of their unseen audience, instead of being neutral voices reading scripts from which anything calculated to offend anybody has been carefully removed."

Reaching the question of a possible turn to some variation of the "American Plan", *The Economist*, continues:

"One obvious question is whether the financing of broadcasting by advertising would achieve these results. The chief example of this system is in the United States, and American broadcasting has much more to be said for it than might be thought on *a priori* grounds. It certainly has life and more variety than the BBC, and the advertiser's influence does not drag the programmes down to the lowest common denominator. But, on analysis, the virtues of American broadcasting are not due to its advertising sponsorship (except perhaps in respect of the ample funds that are thereby made available to the programme-builder) so much as to the fact of competition. The four big networks compete most fiercely and directly for the listener's and the advertiser's favour; and both liveliness and variety are due to that. Competition might achieve them without advertising—advertising without competition certainly would not.

Best of Both

"The future basis for British domestic broadcasting should, therefore, be one of license-financing combined with competition, thus including the best features of both the present British and American system. If license revenue alone cannot provide adequate funds, then (and then only) a certain minimum of advertising might perhaps be admitted in off-hours. But the essential thing is to secure competition, which would not only rescue the BBC from its present exposed position and remove the causes of timidity, but compel attention both to life and to variety.

"This result would not be difficult to achieve. Let the state own the physical apparatus (whether by radio wave or by wire) and apportion its use to the competing broadcasters on an equitable basis. Let, say, three competing programme companies be chosen. If more than three otherwise qualified groups offer, let there be a competitive bid for the right to use the physical facilities. Let the contract include conditions which would specify the hours of broadcasting and the number and type of separate programmes to be transmitted. Let 25% of each listener's fee go automatically to each of the programme companies. And let each listener, on paying his fee, nominate one of the three companies to receive the final 25% of his fee. These details are, of course, only illustrative of a general principle, by which the interests of the state could be combined with a healthy liberty of development for the youngest art."

New BBC Yearbook

ACTIVITIES of the British Broadcasting Service in 1942 are related briefly in the 1943 BBC Year Book, recently issued. In addition to reviewing the year's broadcasting, and listing some notable programs, the Year Book contains special articles by British authorities, one of which is by Edward R. Murrow, European director for CBS, on transatlantic broadcasting.

BBC Starts Series

A NEW SERIES presenting to Britain factual pictures of America has been started by the BBC. Geoffrey Bridson, British writer-producer in charge of feature programs for BBC's North American service, is author of the documentary show, first of a series of six to portray representative sections of America.

Blue Names Feldman

ARTHUR FELDMAN, special events correspondent for the BBC for several months, has been appointed special features reporter for the BLUE in London, according to an announcement by G. W. Johnstone, BLUE director of news and special features. Mr. Feldman will assist George Hicks, manager of the BLUE's London office, and will temporarily take over as manager when Hicks visits the Allied Force Headquarters in North Africa. Prior to working with the BBC, Mr. Feldman was assistant director of special events at NBC.

Mr. Feldman

Graham Campaign

GRAHAM Co., New York, packer of mixed nuts and over 20 varieties of dried vegetables under the Redbow brand name, through its newly appointed agency Emil Mogul Co., New York, will launch an extensive campaign, employing radio, in principal cities in the eastern half of the country. Plans for eventual national distribution of Redbow products are being formulated. Graham will divide its 1943 advertising appropriation between the Mogul firm and Commercial Radio Service, New York, agency already handling the account. Firm has signed a 26-week contract for participations on WOR, New York, starting Sept. 7, through the latter agency.

Pinehurst Answer

R. L. SWAIN Tobacco Co., Danville, Va., maker of Pinehurst cigarettes, has denied Federal Trade Commission charges of misrepresentation in alleged claims for soothing properties and absence of irritating effects of its cigarettes, asserting that its statements are true, with the exception of the advertisement "The cigarette the doctor smokes", which it admits could be misleading and which has been discontinued.

HAROLD FLEMING, NBC commentator, and financial editor of the *Christian Science Monitor*, is the author of an article on the financial aspects of the war, appearing in the August issue of *Read* magazine.

"WFDF Flint Michigan says there's a tank corps driver home on a furlough."

HIGHLIGHTED by a personal letter from President Roosevelt, a farewell dinner to William D. Terrell, who retired Aug. 31 as Chief of the Field Division, Engineering Department, FCC, was attended by 68 of his associates, co-workers and friends in Washington. Shown here (l to r) C. C. Kolster, FCC Chief Inspector at Boston, oldest man in the service; Mr. Terrell; Arthur Bachelor, Chief Radio Inspector in New York; FCC Chief Engineer E. K. Jett; George S. Turner, Mr. Terrell's assistant, named his successor; George Sterling, Assistant Chief Engineer of the FCC in charge of Radio Intelligence Division. President Roosevelt wrote Mr. Terrell: "I take the occasion of your retirement from federal service to convey to you my thanks and gratitude for the 40 years service in the field of governmental radio services. You can well be proud of the record you have made."

Turner Replaces Terrell at FCC

Former Assistant Becomes Chief of Field Division

GEORGE S. TURNER, assistant chief of the Field Division of FCC since 1940, has been appointed chief of the division, replacing William D. Terrell, who retired from Government service last week after 40 years outstanding work in the field of communications [BROADCASTING, Aug. 30].

Mr. Turner joined the Federal Radio Commission in 1931 as radio inspector in charge at Atlanta, coming from the Department of Commerce where he served from 1924 to 1931 as radio inspector and assistant radio supervisor of the Radio Division.

During World War I he was a radio instructor at the Great Lakes Naval Training Station and was later commissioned Ensign in the Volunteer Naval Reserve. After the war Mr. Turner became the original radio operator-engineer at WAB Kansas City, one of the first experimental radio broadcast stations in the middle west. He worked for the Southwestern Bell Telephone Co. in Kansas City before moving to the Commerce Department.

MR. TURNER

A native of Independence, Mo., Mr. Turner has the degree of bachelor and master of law from the Atlantic Law School in Atlanta. He is a member of the Georgia Bar and the Institute of Radio Engineers.

Heads 3rd Loan Radio

A. N. STEELE, vice-president and radio director of D'Arcy Adv Co., has been placed in charge of production for the various radio programs to be broadcast during September in connection with the Third War Loan Drive. Mr. Steele, who will work from the New York offices of the Treasury Department, handles for D'Arcy the various Coca-Cola programs and the Owens-Illinois Glass Co. show on CBS, titled *Your Home Front Reporter.*

New Hooper Ratings

RADIO sets-in-use in the two-week period from Aug. 15 to Aug. 30 scored a rating of 21.1 in the C. E. Hooper national program rating report for Aug. 30, up 1.5 over the last Hooper report as well as for the same period a year ago. First place in the list of "First 15" goes to *Mr. District Attorney* with the first half-hour of Kay Kyser's program in second place, and *Your Hit Parade* third. Others in the group in order are: Durante-Moore-Cugat; *Take It Or Leave It; Screen Guild Players*; Bing Crosby; Joan Davis-Jack Haley; *People Are Funny*; Gabriel Heatter (Mon., Wed., Fri. programs); *Vox Pop*; *Blondie*; Tommy Riggs; *Judy Canova Show*, and *Waltz Time.*

Kellogg Sponsors Kiernan

IN ADDITION to sponsoring Gilbert Martyn, news commentator, on the BLUE, Monday through Friday, 11:30-11:45 a.m., Kellogg Co., Battle Creek, Mich., is sponsoring Walter Kiernan, news commentator, in the same time on WMAL, BLUE's Washington outlet. Kellogg promotes Gro-Pup Dog Food on the latter program and on 104 BLUE stations carrying the Martyn commentaries. Kellogg All-Bran is promoted on the remaining 50 southern stations of the network. Agency is Kenyon & Eckhardt, New York.

Williams Discontinues

J. B. WILLIAMS Co., Glastonbury, Conn., sponsor of the *True Or False* quiz session on the BLUE since 1938, will not resume the program in September as originally planned when it scheduled *The Adventures of Nero Wolfe* in its Monday 8:30 p.m. spot as a summer replacement. The latter mystery show will be discontinued on the BLUE after Sept. 27 broadcast. Agency is J. Walter Thompson Co., New York.

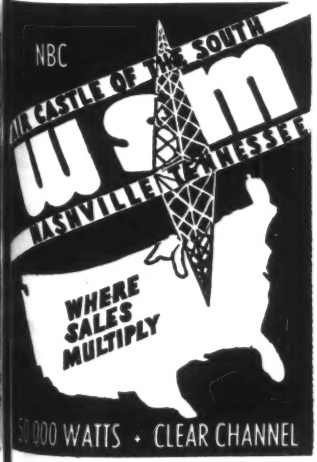
Baillie Reviews Tour

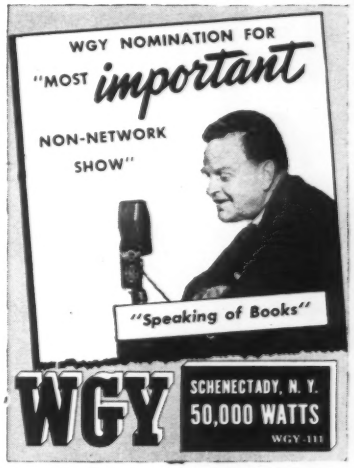
HUGH BAILLIE, president of United Press, in a radio address on NBC Aug. 31, described his recent tour of the war fronts, pointing out that war correspondents he saw "in the field were risking life and limb in the front lines to bring the world a first-hand account of World War II." Mr. Baillie told about the high morale of American soldiers in England and North Africa, and related some of the high points of the Sicilian invasion.

Grid Disc Forecasts

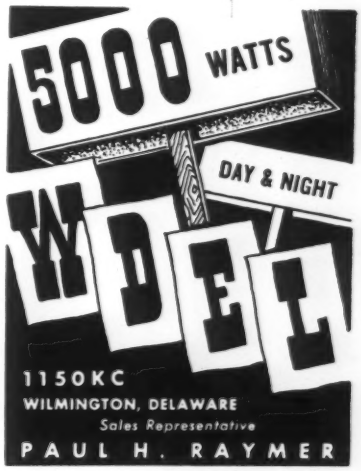
BECAUSE of the shorter football season this year, *Touchdown Tips*, recorded series of football forecasts by Sam Hayes, will consist of 10 instead of 13 programs. This year the program will be recorded simultaneously in Hollywood, Chicago and New York, so that each station will receive the transcriptions well in advance of the day for which the games are scheduled. Eight former subscribers to the series, now in its fourth year, have already signed for the 1943 dics. Stations are WMAZ WNOE WKBH KGHL WHKC KVOD WEBR.

W. C. ALCORN, general manager of WBNX, announces the station's acquisition of an AP wire. Service will include hourly summaries in addition to Telescripts and dispatches.





U.P.
THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE
UNITED PRESS



MONEY TO BURN
Farmers in this six-state area never had more money in their lives. They're BUYING! WIBW can make them ask for your product.
WIBW The Voice of Kansas in TOPEKA

Miss Margaret Wylie
J. Walter Thompson Co.
Chicago, Illinois
Dear Miss Wylie:

They tell me that even the Fuller Brush man doesn't go around ringing doorbells in this valley between 4:30 and 5:00 in the afternoon. And for good reason too, for that's when "Miss 580" is conducting a Monday thru Friday session of her "WCHS 580 Club of the Air." These W. Va. women just don't want anyone to bother them when the "580 Club" is on. 36,560 is the exact number of signed-up members who agree to listen as well as buy the sponsored merchandise. The show is variety in nature with music and news slanted toward women. It takes in home-making, recipes and household hints, and the mail pull is terrific. Recipes mailed in are read, and every letter is acknowledged over the air with a big play toward mentioning names. Every Friday the members themselves or their children put on a live talent show, and you wouldn't believe the number of babies who've been named after "Miss 580". The show carries 6 non-competitive sponsors, and their commercials work best when "Miss 580" ad libs them, and she doesn't confine the time to 55 seconds. I hear there's an opening available, and that this station or a Branham man are the ones who should be contacted.

Regards *Yrs.*
ALGY

WCHS
Charleston, W. Va.

BRITISH COLUMBIA
LAND OF OPPORTUNITY

Covering 70%
Of B. C.'s
Population

CJOR

VANCOUVER CANADA
J. H. McGILLVRA (U.S.)
H. N. STOVIN (CANADA)

NOW MORE THAN EVER 1ST

SEE
PAGE 51

Actions of the
FEDERAL COMMUNICATIONS COMMISSION
AUGUST 28 TO SEPTEMBER 3 INCLUSIVE

Decisions . . .

AUGUST 31

WDSU New Orleans—Granted transfer control of WDSU Inc., from J. H. Uhalt to E. A. Stephens, H. G. Wall and Fred Weber for $200,000 cash plus additional consideration.

CBS New York—Granted extension authority to transmit programs to CFRB, CKAC and other stations under CBC control.

WCAR Pontiac, Mich.—Granted special service authorization operate 7 a.m. to local sunset, 250 w, to end of license period.

SEPTEMBER 2

WNAX, Yankton, S. D.—Granted extension completion date to Dec. 7, 1943, for power increase and DA for N.

W6XLA, Los Angeles—Granted extension completion date for new television relay broadcast station to Nov. 1943.

SEPTEMBER 3

CIO denied petition to intervene in proposed transfer of Blue Network from RCA to American Broadcasting System, without prejudice to presenting witnesses.

Applications . . .

AUGUST 28

WDAK, Columbus, Ga.—License cover CP for move from West Point, Ga., to Columbus, Ga.

KXYZ, Houston, Tex.—Special service authorization operate on 1320 kc, unlimited, 5 kw D, 2½ kw N, temp. nondirectional antenna to Sept. 1, 1944.

KDNT, Danton, Tex. — CP increase power 100 to 250 w, change transmitting equipment.

AUGUST 31

KPRC Houston—Special service authorization to operate with 2½ kw N, 5 kw D, temp. non-DA, to Aug. 1, 1944.

KWBW Huthinson, Kan.—Vol. assgt. license to William Wyse, Stanley Marsh, Bess Wyse, d-b as The Nation's Center Broadcasting Co.

MBS Chicago—Authority transmit programs to Radio Mil's Network, Mexico.

SEPTEMBER 1

Congress of Industrial Organization—Referred to Commission petition to intervene re application of RCA to transfer control of Blue Network Co., licensee of WJZ, New York, WENR. Chicago, and KGO, San Francisco, and 48 relay broadcast stations to American Broadcasting System Inc.

SEPTEMBER 2

Times Herald Co., Port Huron, Mich.—CP for new FM station on 47,700 kc, coverage 5,600 sq. mi.

WGPC, Albany, Ga.—CP change 1450 kc to 1490 kc, move stunio from Albany to West Point, Ga.

SEPTEMBER 3

WABY, Albany, New York—License cover for new transmitter.

WMVA, Martinsville, Va.—Mod. license to move locally.

WDAE, Tampa, Fla.—Special service authorization operate on 770 kc, 5 kw, unlimited, DA-N to Aug. 1, 1944.

KTRH, Houston, Tex.—Special service authorization operate on 740 kc, 50 kw D, 25 kw N, DA-N to Feb. 1, 1944.

WMAQ Starts Earlier

EFFECTIVE since Sept. 1, WMAQ Chicago, is on the air a half-hour earlier in the morning, starting at 5:30 a.m., instead of 6:00 a.m. CWT. The new time schedule is part of the station's efforts to be of better service to early rising war workers, it was announced by Harry C. Kopf, NBC vice-president and general manager of the Central Division.

Tentative Calendar . . .

RCA, New York—Hearing on application for transfer control of Blue Network, licensee of WJZ New York, WENR Chicago, KGO San Francisco and 48 relay broadcast stations to American Broadcasting System Inc., New York (Sept. 10).

Network Accounts
All time Eastern Wartime unless indicated

New Business

EMPLOYERS LIABILITY GROUP, New York, on Sept. 3 started for 52 weeks, *Cedric Foster*, commentator, on 5 Don Lee Pacific stations (KHJ KFRC KOL KALE KMO), Fri., 7-7:15 p.m. (PWT). Agency: Sutherland Abbott, N. Y.

McKESSON & ROBBINS, Bridgeport, Conn (drugs), on Sept. 20 for 13 weeks starts Chet Huntley, commentator, on 8 CBS Pacific Coast stations, Mon. thru Fri., 3:55-4 p.m. Agency: J. D Tarcher & Co., N. Y.

McCOLL-FRONTENAC OIL Ltd., Montreal, on Sept. 5 started *Texaco Summer Show* on 19 Canadian Broadcasting Corp. Alternative Network stations, Sun. 9:30-10 p.m. Agency: Ronalds Adv. Agency, Montreal.

MENNEN Co., Newark (Brushless shaving cream), on Sept. 13 starts *Ed Sullivan Entertains* on 119 CBS stations, Mon., 7:15-7:30 p.m. (repeat, 11:15-11:30 p.m.). Agency: Russel M. Seeds Co., Chicago.

Renewal Accounts

AMERICAN HOME PRODUCTS Co., Jersey City, on Sept. 13 renews *Just Plain Bill* on 51 NBC stations, Mon. thru Fri. 5:30-5:45 p.m. for Anacin (leaders and hitchikes for Benefax, Freezone, Black Flag, Aerowax) and on Sept. 13 renews *Front Page Farrell* on 51 NBC stations Thurs and Fri., for Benefax (trailers for Bisodol), and Mon., Tues., and Wed. for Freezone 5:45-6 p.m. Agency: Blackett-Sample-Hummert, New York.

MODERN FOOD PROCESS Co. Philadelphia (Thrivo dog food), on Sept. 12 renews *Olivio Santoro* on 11 NBC stations, Sun., 11:45 a.m.-12 noon. Agency: The Clemnts Co., Philadlphia.

CAMPBELL SOUP Co., Camden (soups, tomato juices), on Sept. 12 renews *Radio Readers' Digest* on 117 CBS stations, Sun., 9-9:30 p.m. Agency: Ward Wheelock Co., Philadelphia.

EVERSHARP Inc., Chicago (pens, pencils), on Sept. 19 renews *Take It Or Leave It* on 118 CBS stations, Sun., 10-10:30 p.m. Agency: Biow Co., N. Y.

LAMONT CORLISS Co., Toronto (Ponds products) on Sept. 7 renews *John & Judy* on 28 Canadian Broadcasting Corp. stations, Tues, 9-9:30 p.m. Agency: J. Walter Thompson Co., Toronto.

BRITISH AMERICAN OIL Co., Toronto, on Sept. 2 renewed *Fighting Navy* on 31 Canadian Broadcasting Corp. stations, Thurs. 9:30-10 p.m. Agency: J. Walter Thompson Co., Toronto.

RCA VICTOR Co., Montreal (tubes, records) on Oct. 7 renews *Voice of Victor* on 31 Canadian Broadcasting Corp. stations, Thurs. 8-8:30 p.m. Agency: Spitzer & Mills, Toronto.

BOND CLOTHING STORES, New York on Sept. 6 renews for 52 weeks, *Bond News* on 2 Don Lee Cal. stations (KHJ KFRC), Mon. thru Fri., 7:45-8 a.m. (PWT). Agency: Neff-Rogow Inc., N. Y.

NOXEMA CHEMICAL Co., Baltimore (Noxema cream), on Sept. 24 renews for 52 weeks, *Quiz of Two Cities* on 2 Don Lee stations (KHJ WFRC), Fri., 8-8:30 p.m. (PWT). Agency: Ruthrauff & Ryan Inc., N. Y.

AMERICAN HOME PRODUCTS, Jersey City, on Sept. 20 renews *The Romance of Helen Trent* (Benefax, Bi-so-dol), and *Our Gal Sunday* (Anacin), on 128 CBS stations, Mon. thru Fri., 12:30-1 p.m. Agency: Blackett-Sample-Hummert, N. Y.

MILES LABORATORIES, Elkhart, Ind. (Alka-Seltzer), on Oct. 2 renews for 52 weeks *National Barn Dance* on 70 NBC stations, Sat., 9-9:30 p.m. Agency: Wade Adv. Agency, Chicago.

LEVER BROS, Cambridge (Lux Toilet Soap, Lux Flakes), on Sept. 13 resumes *Lux Radio Theatre* on 118 CBS stations, Mon., 9-10 p.m. Agency: J. Walter Thompson Co., Los Angeles.

Network Changes

GENERAL FOODS Corp., N. Y., for Sanka, Post Toasties, on Oct. 3 shifts *The Adventures of the Thin Man* on 117 CBS stations from Fri., 8:30-8:55 p.m. to Sunday, 10:30-11 p.m. at the same time replacing *William L. Shirer* with *Leland Stowe* on 116 CBS stations, Sept. 5 and 12 only, Sun. 10:30-10:45 p.m. For Grapenut Flakes and Wheatmeal on Oct. 10 *Those We Love* is replaced by *Jack Benny* on 126 NBC stations Sun. 7-7:30 p.m., at the same time the former program is shifted to 125 NBC stations Sun., 2-2:30 p.m. Agencies are Benton & Bowles, N. Y. and Young & Rubicam, N. Y.

KELLOGG Co, Battle Creek, Mich. on Aug. 16 shifted *Kellogg News* on 50 southern BLUE stations from Gro-Pup Dog Food to All-Bran, continuing Gro-Pup Dog Food on 104 BLUE stations, Mon. thru Fri., 11:30-11:45 a.m. (repeat 1 p.m) Agency: Kenyon & Eckhardt, N. Y.

D. L. CLARK Co., Pittsburgh, on Aug. 29 added 46 BLUE stations to *Where Do We Stand*, making a total of 155 BLUE stations, Sun., 5-5:30 p.m., and shifted sponsorship from candies to Clark Bros. Chewing Gum Co, Pittsburgh, for chewing gum. Agency: Walker & Downing, Pittsburgh.

R. J. REYNOLDS TOBACCO Co., Winston-Salem, N. C. (Prince Albert Smoking Tobacco), on Oct 9 renews *The Grand Ole Opry*, at the same time adding more than 60 NBC stations, making a total of over 122 NBC stations, Sat., 10:30-11 p.m. Agency: William Esty & Co., N. Y.

PROCTER & GAMBLE, Cincinnati (Crisco), on Sept. 20 replaces *Vic and Sade*, with commentaries by Bernardine Flynn and Durward Kerby on 40 CBS stations, Mon. thru Fri., 1:30-1:45 p.m. Agency: Compton Adv., N. Y

PEPSODENT Co, Chicago (toothpaste) on Sept. 21 resumes *Bob Hope*, adding six NBC stations, making a total of 130 NBC stations, Tues., 10-10:30 p.m. Agency: Foote, Cone & Belding, Chicago.

DR. EARLE S. SLOAN Inc., New York (Sloan's liniment), on Sept. 17 adds 91 BLUE stations to *Gangbusters*, making a total of 92 BLUE stations, Fri., 9-9:30 p.m. Agency: Warwick & Lagler, N. Y.

AUSTIN STUDIOS, Los Angeles (portrait photographers), on Sept. 5 expands and shifts *Hero of the Week* on 7 BLUE Pacific stations, from Fri., 7:40-7:45 p.m. (PWT), to Sun., 5:30-5:45 p.m. (PWT). Agency: Glasser-Gailey & Co., Los Angeles.

The Northwest's Best Broadcasting Buy

WTCN
BLUE NETWORK
MINNEAPOLIS ST. PAUL

Owned and Operated by
ST. PAUL DISPATCH PIONEER PRESS, MINNEAPOLIS DAILY TIMES.

FREE & PETERS, INC. — Natl. Rep.

WANTED
ANNOUNCER-NEWSMAN
Regional 5 kw, CBS Station
Ohio Area

Must be fully qualified by experience, draft exempt, flair for news, capable of program creation and continuity writing. Real opportunity for one who can qualify.

BOX 194, BROADCASTING

CLASSIFIED Advertisements

Situations Wanted, 10c per word. Help Wanted and other classifications, 15c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue. Send Box replies to BROADCASTING Magazine, National Press Building, Washington 4, D. C.

Help Wanted

ENGINEER—First class, draft exempt, good maintenance man—steady position, give full details. WSKB, McComb, Mississippi.

Announcer—Several experienced ad lib men will find permanent spots with a 10,000 watt full time independent, this month. Opportunities are unlimited. The station is WIBG, Philadelphia. Nearby applicants apply in person. Others send ETs and photos.

Announcer—Permanent position with 5 kw, regional network station for draft deferred, experienced man. Box 264 BROADCASTING.

SALES PROMOTION—Excellent opportunity for experienced, able, energetic Sales Promotion man, capable of taking full charge of all Sales Promotion activities of local independent radio station in major market. Reply should contain complete experience, details, salary requirements. Box 260, BROADCASTING.

WANTED SALESMAN—Now is the time to get set for the future. Splendid territory. Three cities grouped together. 150,000 population. Must have *proven sales record*. WCMI. Mutual affiliate. L. D. Newman, Manager. Ashland, Kentucky.

ENGINEER—First or second class licensed, for transmitter operation. Daytime only. Write or wire WGNY, Newburgh, N. Y.

Announcer—Fluent ad-lib versatile personality announcer with continuity and production ability. KTFI, Twin Falls, Idaho. Located in non-defense farming area with post-war stability. Send photo, draft status. Reference, transcription.

Wanted—Engineer or operator with announcing ability for a relief announcer and operator. Box 257, BROADCASTING.

Announcer—Who can write commercial copy that sells. Will pay $30.00 to start. Write Radio Station WHBL, Sheboygan, Wisconsin. Send full particulars and audition record.

Announcer-Engineer—First ticket. Local station. $50.00 for 48 hrs. Limited maintenance required. Box 247, Broadcasting.

CONTINUITY WRITER EDITOR—Feminine excellent opening with well known midwest chain station. Send complete information immediately. Photo. Salary. Box 243, BROADCASTING.

Draft Deferred—Licensed first, second, or third class operators. Rocky Mountain 5 kw. network station. .Box 263, BROADCASTING.

Situations Wanted

Announcer—Deferred, network experience, seeks permanent position. Box 266, BROADCASTING.

Permanent Position Wanted—By engineer. Age 30. Technical school graduate. Two years chief-engineer 250 watter. Installation experience. Two years development laboratory. 4F. Box 267, BROADCASTING.

Staff Musicians—Man, age 44, wife, playing violin, piano, organ, cello, sax, vibraharp. Have solovox. Radio experience. Union. Assist other work. Keshner, 504 Perry Street, Vincennes, Indiana.

Young Lady—Experienced program director. Announcer control board operations, continuity writer. Desires change. Box 259, BROADCASTING.

Situations Wanted (Cont'd)

WOMAN DIRECTOR—Formerly with CBS affiliate 5,000 watt station. Two 15 minute shows daily were sold out from under me. Finest references. Box 256, BROADCASTING.

FOOTBALL—Play-by-play. Experience: 10 sponsored seasons covering major elevens. References: Leading radio executives and top-notch football coaches. Available Sept. 20. Box 254, BROADCASTING.

Announcer—Young lady with excellent voice, pleasing personality and ideas. Attractive. Experience with network station in regular announcing and women's programs. $35.00 minimum. Box 253, BROADCASTING.

Engineer—Fourteen years commercial experience—four broadcast engineer—draft exempt. Desires permanent position in west or midwest. Box 250, BROADCASTING.

Chief Engineer—Over 20 years experience installation, maintenance, directional antennas, any size station; married with family. Best of references. Box 249, BROADCASTING.

NEWS AND SPORTS ANNOUNCER—12 years large station experience. Outstanding back ground. Box 255, BROADCASTING.

Announcer—Draft exempt age 23, now employed. Prefer midwest, west, or vicinity of L. A. Cal. Good appearance, personality, and voice. Box 248, BROADCASTING.

Announcer-Newscaster—10 year background straight program, news and commercial. Sincere delivery. Age 36—family. East preferred. Available Nov. 1. Box 246, BROADCASTING.

Sober Man—With experience every end radio except engineering. Desires position of permanency as announcer, program director or manager. Program director now of 1000 watt network affiliate. Plenty executive ability. Box 245, BROADCASTING.

Operator—First-class, draft exempt, experienced at both transmitter and controls—available in one month. Give details, including minimum salary. Box 244, BROADCASTING.

WRITER-PRODUCER desires job in eastern market, New York or Chicago area. Draft exempt. Experienced in network dramatic production, excellent commercial copy, tremendous capacity for "boiling" out lots of material. Can write it the way you want it. If you're looking for a good, reliable "work-horse", I'm your man. Let me build tailor-made shows for your station. Box 242, BROADCASTING.

For Sale

For Sale—$4,000 preferrd stock paying 4% interest in going local station. Box 252, BROADCASTING.

FOR SALE—All or part of a successful 250 w fulltime local located in rich mid-west. Box 241, BROADCASTING.

Wanted to Buy

WANTED TO BUY—250- or 100-watt transmitter complete with tubes. Box 265, BROADCASTING.

Radio Station—Full or part interest; if full interest will pay part cash. Station to be in New England or Middle Atlantic states. Box 258, BROADCASTING.

Wanted—FCC approved broadcast frequency and modulation monitor. Box 251, BROADCASTING.

Optimist Week

RADIO programs will compose the most important part of the seventh annual observance of "Optimist Week", Oct. 17-23, according to Norman Ulbright, assistant secretary of the Optimist International. More than 150 radio stations will air two 15-minute transcribed programs in connection with this year's appeal for brotherhood. Observance is sponsored by Optimists clubs of the United States, Canada and Puerto Rico as an appeal for more friendliness, cheerfulness and cooperation among individuals and groups, especially those connected with the war effort. Observance will also urge more public interest in the community youth problem.

DENVER DRY GOODS Co. has signed with KLZ Denver for a series of programs, *McCalls Sewing School of the Air*. Tie-ins on Denver Dry Goods newspaper ads and spot announcements over KLZ are part of the store's promotion to enlist enrollees in their sewing school.

Advertising Course Committee

EUGENE S. THOMAS, sales manager of WOR New York, Daniel S. Tuthill, executive of the National Concerts and Artists Corp., and W. H. Loebe, Westinghouse Electric & Mfg. Co., are among the members of the Advertising and Selling course committee, appointed by the Advertising Club of New York for the 20th year of the course, which gets under way Oct. 18.

PVT. LORNE GREENE, formerly chief announcer of the Canadian Broadcasting Corp., Toronto, has been loaned by the Canadian Army to the National War Finance Committee and is now in Hollywood to do the talking on Canadian loan shorts.

E. A. MORROW, of the art department of Burton Browne Adv. Agency, Chicago, has been appointed vice-president and art director. He replaces Donald Ball who has accepted the position of art director for Goldman & Gross Adv., Chicago.

WSAM, Saginaw, Mich., has moved from its transmitter building into the Eddy Bldg. in Saginaw.

PRODUCER-WRITER AVAILABLE:

Six years agency experience writing and producing commercial shows, comedy and variety, over NBC coast to coast. Built one up to 23-point Hooper.

Two years radio director prominent national agency.

Draft exempt. Age 36. Excellent references.

Now employed by network, but can get WMC release.

Box 268, BROADCASTING

STATION OWNERS WHO NEED A SALES MANAGER

I am now top salesman with a 5000 watt network station in Central States area. My weekly billings have reached $1000.00 a week but because of the setup, I have gone as far as possible. Fifteen years in radio sales, with practical knowledge of promotion, program ideas and merchandising. Over the draft age, married and respectable. Available thirty days after definite arrangements have been made. Address

BOX 232, BROADCASTING

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY & WRATHALL
CONSULTING RADIO ENGINEERS
National Press Bldg. DI. 1205
Washington, D. C.

PAUL F GODLEY
CONSULTING RADIO ENGINEERS
MONTCLAIR, N.J.
MO 2-7859

HECTOR R. SKIFTER
CONSULTING RADIO ENGINEERS
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

GEORGE C. DAVIS
Consulting Radio Engineer
Munsey Bldg. District 8456
Washington, D. C.

Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
- Evening Star Building, Washington, D. C.
- 321 E. Gregory Boulevard, Kansas City, Mo.
- Cross Roads of the World, Hollywood, Calif.

Frequency Measuring Service
EXACT MEASUREMENTS ANY HOUR—AND DAY
R.C.A. Communications, Inc.
66 Broad St., New York., N. Y.

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

New Seniority Wage Compact Ordered in Coast WLB Ruling

Arbitration Decision Between IBEW and KPAS Modified, With Increases Based on Merit

MODIFYING arbitration decision made in the technicians pay scale controversy between KPAS, Pasadena, Cal., and Local 40 of the International Brotherhood of Electrical Workers (AFL), the Tenth Regional War Labor Board, San Francisco on Aug. 19 authorized a new wage scale rate, based on seniority, and retroactive to Feb. 15, 1943.

On hourly basis, new pay scale, as approved by the WLB is as follows for technicians: first six months, $1.24; second six months, $1.36; second year, $1.48; third year, $1.60; fourth year, $1.70.

Increases thereafter, it was pointed out in the WLB authorization, shall be made on the basis of merit. New rates, as established, are not to be construed as meaning that those employes now paid in excess of the scale are to be reduced to conform to the scale, Thomas Fair Neblett, chairman of the Tenth Regional War Labor Board, stated in the written ruling.

First Plea Rejected

It was cautioned that no such reductions shall be made. Provision was also made that any employe who has either quit or been discharged from KPAS since Feb. 15 shall receive the amount of the increase for his classification up to date on which employment with the station terminated.

Original request by the union was for a $1.70 hourly minimum rate. This was turned down by the 10th Regional WLB, following a decision in favor of the union by George Chaney, U. S. Conciliation Service arbiter, who in early April [BROADCASTING, April 19], ruled that technicians and technical supervisors of KPAS were entitled to a pay scale equal to the highest in the Los Angeles economic area. Mr. Chaney at that time ordered KPAS to pay $291.67 monthly for technicians and $322 per month for supervisors.

Arbiter's award was subject to review by the 10th Regional WLB. National Association of Broadcasters, following Mr. Chaney's decision, filed a protest brief in behalf of the broadcasting industry [BROADCASTING, July 15]. It was included in the WLB review session held in Los Angeles on July 1. Original negotiations between Local 40 of the IBEW and KPAS were opened in mid-January.

Union expressed dissatisfaction with the decision saying that in effect it would require any newly employed technician, regardless of prior experience, to work three years at apprentice wages before receiving the journeyman's rate of pay. Further that any such tenure scale defeats the entire purpose of the stabilization program by giving the employer with the greatest labor turn-over a distinct competitive advantage over the other employers who see fit to retain their personnel.

WNYC's Music

TO PROVE that WNYC, New York's Municipal station, does not "exist just for and due to" recorded music, as pointed out in a chance remark to the station staff, WNYC finds that of the total 450 hours broadcast in June, 293, or better than 65.1%, were devoted to good music, while in July the totals were 337 hours out of 465, or better than 72% devoted to fine music, the station reports. Breaking down these musical hours, the survey shows that during June WNYC broadcast 63 hours and 25 minutes of live music from studios and concert halls—or 21% of the total music broadcast during the month. In July, the figures read 87 hours and 20 minutes of live music, or better than 26% of all the music broadcast on WNYC during that month.

'Snow Village' Ends

PROCTER & GAMBLE Co., Cincinnati, sponsor of the five-weekly serial *Snow Village* on NBC, has agreed with the owners to terminate the current run of the rural New England serial and the show goes off the air Oct. 8. Formerly a nighttime show *Snow Village* may return as an evening half-hour on a sustaining basis or for another sponsor, according to Compton Adv., New York, P&G agency. William Ford Manley writes the series, and Harold McGee directs and produces it.

WOWO Wower

CHARLES BARNHART, of Fort Wayne, has celebrated his last 15 birthdays by singing over WOWO Fort Wayne. This year was no exception as the white haired gentleman celebrated his 90th birthday by singing "You Have Always Been the Same to Me".

Cal. Draft Assurance

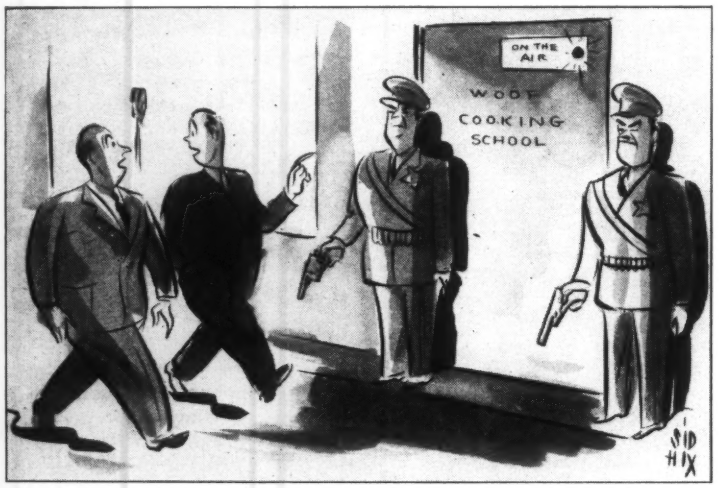
ASSURANCE that key men in the broadcasting industry, necessary to carry on radio's wartime role would be given every consideration by local draft boards, has been voiced by California State Selective Service officials. They recently advised a committee representing the Hollywood broadcasting industry that the State Selective Service would work directly with radio employers for the purpose of interpreting status of those affected so that an orderly withdrawal of personnel could be made without seriously dislocating the industry. It was pointed out by the Hollywood committee that problem of giving temporary deferment to writers and producers is purely sectional and would affect less than 275 men.

Mayo Joins RAC

JOHN MAYO, station contact man for Associated Music Publishers transcription library service, on Sept. 1 joined the New York office of Radio Advertising Corp., station representatives, in a sales and station relations capacity. Before traveling the country for AMP, Mr. Mayo was with NBC in Washington and CBS in New York.

Seed Corn Sponsor

CROW'S HYBRID CORN Co., Milford, Ill. (seed corn), started on Aug. 30 sponsorship of an early morning thrice-weekly farm news quarter-hour program on WLS Chicago. Company has also contracted for a three-a-week live musical quarter-hour morning show on WHO Des Moines. Agency is Critchfield & Co., Chicago.



Drawn for BROADCASTING by Sid Hix

"I Hear They've Got a Steak in There Today!"

Kennett To Direct New CBS Branch

Program Relations Division To Aid Net Affiliates

CLOSELY following the appointment of William B. Lewis to a special assignment with CBS studying radio program service, [BROADCASTING, Aug. 9], the network last week announced formation of a program relations division of its program department, with Robert L. Kennett as manager.

Resigning as program director of WHAS, CBS outlet in Louisville, Mr. Kennett assumed his position Sept. 1, a year aftr he suggested such a division to CBS officials as a means of working out problems confronting networks and local stations. A. W. Marlin, manager of WMAS Springfield, Mass., takes Kennett's place at WHAS.

Acquaints Affiliates

According to Douglas Coulter, CBS director of broadcasts, its creation is one of a series of moves to acquaint CBS stations with network program policies, and to apprise the network program department of station program problems.

Principal functions of Mr. Kennett's job, Mr. Coulter said, will be—"to visit CBS affiliates and learn why they accept or decline network sustaining programs, and what they like and dislike in programs; to confer with station program managers about their own programming problems; to seek specific local programs suitable for network shows and call them to the attention of CBS; to be host to station managers visiting New York, arranging for them to meet the people and attend rehearsals and broadcasts which interest them, and to supervise network broadcasts which originate with affiliated stations."

Slaughter Leaves FCC To Join D. C. Law Firm

HARRISON T. (Sam) SLAUGHTER, senior broadcast attorney of the FCC, will leave the Commission Oct. 1 to become a partner in the Washington law firm of Pierson & Ball. Senior members of the firm are W. Theodore Pierson, former FCC attorney, and Frederick P. Ball.

Mr. Slaughter joined the FCC in 1934, and handled tariff and rate matters before becoming a member of its Law Department in 1938. He has been in broadcast work since that time, under Rosel H. Hyde, Assistant General Counsel. A native of Ohio, Mr. Slaughter attended U. of Ohio. He received his law degree from National U. Law School, Washington, in 1937, attending school while with the FCC.

CAPT. MEREDITH WILLSON, formerly Hollywood musical director of the NBC *Maxwell House Coffee Time* and now with the Army Special Service Division, is composer of the new song, "Fire Up", dedicated to Chemical Warfare Service.

XUM

CLEAN AS A HOUND'S TOOTH

KMBC

OF KANSAS CITY

Free & Peters, Inc.

SINCE 1928, THE BASIC CBS STATION FOR MISSOURI AND KANSAS